PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 9–15, 1987

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																									
A YEAR IN THE LIFE		A	12.9	20	1143	1506	347	294	98	857	308	525	473	387	271	472	171	261	228	213	180	109	63	67	59
WED 9.00P 60 NBC	7	B	12.4	20	1099	1524	332	277	93	849	307	508	464	369	288	413	154	246	233	182	137	136	83	126	84
203 99 GD	7	C	12.4	20	1099	1524	332	277	93	849	307	508	464	369	288	413	154	246	233	182	137	136	83	126	84
9.00 - 9.30		A	12.8	19	1134	1530	347	296	92	861	284	509	468	395	289	482	169	265	237	221	184	105	62	82	66
9.30 - 10.00		A	12.9	20	1143	1493	350	294	104	861	334	545	481	382	254	465	175	260	221	207	178	114	65	53^	52^
ADVENTURES-BEANS BAXTER		A	2.3	4	204	1670	137^	137^	26v	379	114^	308^	244^	260^	69v	383	196^	304^	249^	148^	54v	395	146^	513	319
SAT 9.00P 30 FOX	3	B	2.1	4	189	1695	196	158^	27v	445	184^	341	305	255	79^	503	237	385	326	195	95^	373	153^	374	261
115 86 CS	3	C	2.1	4	189	1695	196	158^	27v	445	184^	341	305	255	79^	503	237	385	326	195	95^	373	153^	374	261
ALF		A	18.9	28	1675	1950	324	274	106	731	306	494	439	305	195	528	243	399	352	236	98	274	114	416	272
MON 8.00P 30 NBC	8	B	18.8	29	1661	1893	320	271	109	716	335	514	448	281	160	497	241	391	343	213	83	242	117	438	281
205 99 CS	8	C	18.8	29	1661	1893	320	271	109	716	335	514	448	281	160	497	241	391	343	213	83	242	117	438	281
AMEN		A	17.8	32	1577	1708	324	230	66	877	220	412	415	416	397	479	158	268	262	216	179	158	108	193	145
SAT 9.30P 30 NBC	6	B	17.9	32	1587	1692	322	237	59	876	225	425	413	404	394	481	141	249	250	228	195	143	88	192	140
209 99 CS	6	C	17.9	32	1587	1692	322	237	59	876	225	425	413	404	394	481	141	249	250	228	195	143	88	192	140
BEAUTY & THE BEAST		A	13.1	23	1161	1699	352	286	89	892	263	515	489	433	320	530	136	276	246	281	227	77	35^	201	119
FRI 8.00P 60 CBS	6	B	13.4	24	1186	1673	334	255	85	870	259	480	459	405	328	534	149	291	284	278	205	83	43	187	120
206 99 A	6	C	13.4	24	1186	1673	334	255	85	870	259	480	459	405	328	534	149	291	284	278	205	83	43	187	120
8.00 - 8.30		A	12.5	22	1108	1695	343	276	91	890	254	502	480	432	328	536	133	268	245	282	239	75	36^	194	112
8.30 - 9.00		A	13.7	24	1214	1702	361	295	87	893	272	528	498	433	313	524	138	283	246	279	217	78	34^	207	125
BILL COSBY SHOW		A	33.9	51	3004	1818	378	302	96	856	313	515	469	367	288	525	191	308	290	242	173	178	96	259	172
THU 8.00P 60 NBC	8	B	30.5	48	2699	1773	352	288	95	856	313	504	452	350	297	503	184	299	281	221	166	158	88	255	161
213 99 CS	8	C	30.5	48	2699	1773	352	288	95	856	313	504	452	350	297	503	184	299	281	221	166	158	88	255	161
8.00 - 8.30		A	32.8	50	2906	1816	367	292	92	858	304	500	458	360	305	525	188	306	281	239	180	176	94	257	170
8.30 - 9.00		A	34.9	52	3092	1825	390	312	101	857	323	530	481	375	272	527	194	311	298	244	168	181	98	261	174
BUCK JAMES		A	9.1	15	806	1740	298	213	123	821	262	434	440	383	305	626	230	407	393	326	174	130	70^	163	101
SUN 10.00P 60 ABC	6	B	11.2	19	989	1701	348	258	109	845	225	449	467	447	316	633	186	381	372	351	201	106	50	116	79
216 99 GD	6	C	11.2	19	989	1701	348	258	109	845	225	449	467	447	316	633	186	381	372	351	201	106	50	116	79
10.00 - 10.30		A	9.3	15	824	1806	308	223	124	830	270	443	440	387	299	638	248	423	399	323	171	145	82	193	117
10.30 - 11.00		A	8.9	15	789	1671	288	203	121	812	254	424	440	379	310	613	211	389	388	330	176	115	57^	131	85
CAGNEY & LACEY		A	12.0	20	1063	1437	349	260	64	866	242	424	427	392	377	418	120	208	197	193	189	70	37^	83	48^
MON 10.00P 60 CBS	6	B	14.1	24	1245	1452	347	255	86	860	263	455	455	393	341	456	147	247	240	215	178	57	35	78	53
210 99 OP	6	C	14.1	24	1245	1452	347	255	86	860	263	455	455	393	341	456	147	247	240	215	178	57	35	78	53
10.00 - 10.30		A	12.4	20	1099	1448	356	268	66	861	250	432	430	389	365	420	128	216	207	192	180	73	38^	94	55^
10.30 - 11.00		A	11.7	20	1037	1412	338	248	60^	864	232	412	421	393	386	413	111	199	184	192	197	65	35^	69	41^
CBS SATURDAY MOVIE(R)		A	7.5	13	665	1559	239	153	24v	836	183	338	333	385	434	548	73^	200	248	301	282	86^	51^	89^	59^
SAT 8.00P 120 CBS	1	B	7.5	13	665	1559	239	153	24v	836	183	338	333	385	434	548	73^	200	248	301	282	86^	51^	89^	59^
199 98 FF	1	C	7.5	13	665	1559	239	153	24v	836	183	338	333	385	434	548	73^	200	248	301	282	86^	51^	89^	59^
CONT'D																									

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 9–15, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
CBS SATURDAY MOVIE(R)-CONT'D																												
AGATHA CHRISTIE DEAD MAN'S FOLLY																												
	8.00 - 8.30				A	8.2	15	727	1567	235	158	35^	823	177	313	307	347	448	537	79^	184	242	272	290	75^	44^	133	80^
	8.30 - 9.00				A	7.4	13	656	1574	234	149	17v	853	172	347	344	402	443	543	51^	186	246	326	286	96^	55^	82^	62^
	9.00 - 9.30				A	6.9	12	611	1528	240	153	17v	817	178	348	346	403	400	558	75^	202	244	311	285	90^	55^	63^	47^
	9.30 - 10.00				A	7.6	14	673	1544	245	150	27^	840	200	341	334	386	435	547	84^	225	256	293	266	84^	48^	72^	44^
CBS SUNDAY MOVIE					A	20.9	34	1852	1573	357	253	63	887	261	471	451	426	352	567	129	262	290	321	235	64	39	54	34^
SUN	9.13P	120	CBS	7	B	17.4	28	1545	1607	363	265	71	899	247	473	455	441	355	549	156	291	280	283	214	77	41	82	46
	209	99	FF	7	C	17.4	28	1545	1607	363	265	71	899	247	473	455	441	355	549	156	291	280	283	214	77	41	82	46
MAYFLOWER MADAM																												
	9.00 - 9.30				A	20.3	31	1799	1576	341	232	53	880	220	422	425	427	388	560	111	233	265	323	254	71	43	65	46
	9.30 - 10.00				A	20.4	31	1807	1565	344	240	56	874	240	451	444	426	357	565	117	248	284	326	241	74	44	52	37
	10.00 - 10.30				A	21.2	34	1878	1578	363	260	65	885	270	487	460	430	337	573	131	274	303	329	230	62	37	58	35
	10.30 - 11.00				A	21.3	36	1887	1574	373	271	70	904	289	501	466	426	340	564	142	270	293	310	225	55	33^	51	26^
	11.00 - 11.30				A	21.3	40	1887	1565	353	252	68	886	271	473	443	416	352	573	141	276	298	312	229	60	37	46	27^
CHARMINGS					A	6.3	9	558	1714	173	140	64^	669	190	324	317	316	314	565	182	382	341	309	146	144	51^	336	223
THU	8.30P	30	ABC	7	B	8.6	13	759	1684	267	222	80	703	264	411	366	300	245	498	206	328	284	216	138	163	90	321	231
	204	96	CS	7	C	8.6	13	759	1684	267	222	80	703	264	411	366	300	245	498	206	328	284	216	138	163	90	321	231
CHEERS					A	26.4	40	2339	1674	377	308	104	796	332	506	444	329	241	555	225	362	328	252	154	178	98	145	94
THU	9.00P	30	NBC	7	B	26.0	40	2304	1690	371	312	111	834	354	551	486	339	236	539	221	362	332	244	138	145	82	172	100
	207	99	CS	7	C	26.0	40	2304	1690	371	312	111	834	354	551	486	339	236	539	221	362	332	244	138	145	82	172	100
CRIME STORY					A	11.7	21	1037	1608	263	181	53^	705	187	344	353	357	297	678	214	379	359	353	250	130	53^	95	74
TUE	10.00P	60	NBC	6	B	12.3	22	1087	1565	266	191	56	740	177	359	372	388	317	673	218	392	365	353	236	82	37	71	39
	201	99	OP	6	C	12.3	22	1087	1565	266	191	56	740	177	359	372	388	317	673	218	392	365	353	236	82	37	71	39
	10.00 - 10.30				A	11.6	20	1028	1589	268	179	54^	716	180	336	351	369	315	661	200	356	337	349	259	124	45^	88	70
	10.30 - 11.00				A	11.9	22	1054	1613	256	182	52^	687	191	349	353	342	276	689	226	399	377	353	239	135	61	102	77
DALLAS					A	17.3	29	1533	1667	341	249	53	1001	212	431	447	448	503	498	101	230	237	257	234	38^	28^	131	88
FRI	9.00P	60	CBS	8	B	17.6	30	1558	1648	326	237	84	965	245	451	467	421	442	484	124	241	247	231	208	54	30	146	101
	209	99	GD	8	C	17.6	30	1558	1648	326	237	84	965	245	451	467	421	442	484	124	241	247	231	208	54	30	146	101
	9.00 - 9.30				A	16.7	28	1480	1669	341	250	49	998	216	430	450	441	497	504	103	237	242	262	233	38^	27^	130	86
	9.30 - 10.00				A	18.0	30	1595	1657	338	247	55	998	207	428	440	452	506	489	100	222	231	251	233	39^	28^	131	90
DESIGNING WOMEN					A	15.2	22	1347	1561	380	295	74	865	282	451	438	371	359	470	147	248	251	220	192	99	65	128	84
MON	9.30P	30	CBS	7	B	16.4	25	1453	1532	386	304	106	862	312	507	481	373	300	468	176	291	280	212	149	93	60	109	74
	210	99	CS	7	C	16.4	25	1453	1532	386	304	106	862	312	507	481	373	300	468	176	291	280	212	149	93	60	109	74
DISNEY SUNDAY MOVIE(R)					A	13.1	20	1161	2288	352	312	168	765	407	598	503	281	137	585	288	486	412	269	76	136	58	802	434
SUN	7.00P	60	ABC	8	B	11.2	18	991	2017	285	241	121	722	288	486	439	316	205	580	238	421	380	275	132	169	84	546	323
	218	99	FF	8	C	11.2	18	991	2017	285	241	121	722	288	486	439	316	205	580	238	421	380	275	132	169	84	546	323
CONT'D																												

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV.9–15,1987

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
DISNEY SUNDAY MOVIE(R)-CONT'D																											
WINNIE THE POOH AND TIGGER TOO																											
7.00 - 7.30				A	12.6	19	1116	2263	341	307	165	770	400	590	499	284	149	599	288	477	407	274	95	127	57^	768	411
7.30 - 8.00				A	13.6	21	1205	2311	361	317	171	761	414	606	507	278	126	573	288	495	416	264	58	145	59	833	456
DOLLY																											
SUN 9.00P	60	ABC	6	A	11.7	18	1037	1926	365	284	109	860	289	499	470	403	288	659	252	418	381	334	186	174	97	234	143
217	99	GV	6	B	15.6	24	1379	1818	365	292	113	878	273	506	486	424	306	640	200	391	373	338	201	124	63	177	116
				C	15.6	24	1379	1818	365	292	113	878	273	506	486	424	306	640	200	391	373	338	201	124	63	177	116
9.00 - 9.30				A	11.7	18	1037	1939	379	302	103	861	311	516	472	393	276	658	254	417	380	330	185	168	90	252	156
9.30 - 10.00				A	11.7	18	1037	1914	352	266	116	860	267	482	468	413	299	659	249	418	383	339	187	180	104	215	131
DUET																											
SUN 9.30P	30	FOX	4	A	2.6	4	230	1963	400	363	71v	686	333	574	528	313	59v	631	315	550	489	292	46v	476	300	169^	131^
116	86	CS	4	B	2.8	4	244	1709	337	291	55^	662	366	525	437	252	100^	646	332	542	456	285	71^	248	155	153	110^
				C	2.8	4	244	1709	337	291	55^	662	366	525	437	252	100^	646	332	542	456	285	71^	248	155	153	110^
EQUALIZER																											
WED 10.00P	60	CBS	7	A	12.8	21	1134	1527	280	177	55^	713	212	362	346	344	300	652	192	355	354	346	240	53^	21^	109	50^
210	99	PD	7	B	13.6	23	1207	1552	264	173	65	733	187	371	377	380	307	673	201	378	367	353	247	73	29	73	39
				C	13.6	23	1207	1552	264	173	65	733	187	371	377	380	307	673	201	378	367	353	247	73	29	73	39
10.00 - 10.30				A	13.2	21	1170	1554	276	178	58	716	218	372	350	344	296	660	201	369	364	350	233	53^	21^	126	63
10.30 - 11.00				A	12.5	22	1108	1485	282	174	51^	704	204	349	339	341	302	639	181	337	341	340	246	53^	21^	89	37^
FACTS OF LIFE																											
SAT 8.00P	30	NBC	6	A	16.1	29	1426	1688	304	231	58	814	217	400	370	349	364	427	172	258	222	170	144	174	119	273	182
206	99	CS	6	B	14.9	28	1317	1679	305	235	67	845	252	433	395	338	362	434	145	242	225	185	163	160	109	240	155
				C	14.9	28	1317	1679	305	235	67	845	252	433	395	338	362	434	145	242	225	185	163	160	109	240	155
FALCON CREST																											
FRI 10.00P	60	CBS	7	A	14.3	26	1267	1615	326	236	61	954	210	414	419	428	484	448	106	196	189	209	225	52	30^	161	103
206	99	GD	7	B	15.1	28	1335	1584	329	244	77	945	237	449	455	422	429	444	116	216	218	207	200	63	38	131	92
				C	15.1	28	1335	1584	329	244	77	945	237	449	455	422	429	444	116	216	218	207	200	63	38	131	92
10.00 - 10.30				A	14.4	26	1276	1634	334	240	56	957	207	418	427	438	479	459	111	200	190	211	228	52	32^	166	107
10.30 - 11.00				A	14.3	27	1267	1584	316	230	66	944	211	408	408	415	484	435	100	191	186	205	219	51	29^	155	98
FAMILY TIES																											
SUN 8.00P	30	NBC	9	A	18.1	27	1604	1873	354	301	90	730	308	503	431	309	195	551	241	405	352	248	118	245	133	347	265
209	99	CS	9	B	21.4	32	1892	1924	393	347	102	791	379	583	492	316	164	600	292	455	388	257	100	227	124	306	209
				C	21.4	32	1892	1924	393	347	102	791	379	583	492	316	164	600	292	455	388	257	100	227	124	306	209
FRANK'S PLACE																											
MON 8.00P	30	CBS	6	A	11.7	18	1037	1544	365	261	65	906	216	400	420	431	423	490	134	246	254	232	203	33^	25^	115	70
210	99	CS	6	B	13.0	20	1155	1511	327	229	59	874	215	372	386	388	434	494	144	252	260	229	206	38	26^	105	62
				C	13.0	20	1155	1511	327	229	59	874	215	372	386	388	434	494	144	252	260	229	206	38	26^	105	62
FULL HOUSE																											
FRI 8.00P	30	ABC	7	A	10.2	18	904	1737	345	255	110	763	252	419	387	366	292	455	183	294	284	200	131	163	75	356	217
196	94	CS	7	B	10.2	19	905	1698	289	232	92	780	280	458	421	331	270	476	190	312	286	210	130	132	72	310	192
				C	10.2	19	905	1698	289	232	92	780	280	458	421	331	270	476	190	312	286	210	130	132	72	310	192
GOLDEN GIRLS																											
SAT 9.00P	30	NBC	8	A	22.2	39	1967	1701	324	233	72	894	229	411	404	390	422	450	142	238	222	192	192	154	97	202	149
212	99	CS	8	B	22.3	39	1974	1680	307	225	61	899	226	407	390	387	436	460	127	232	230	213	198	128	81	194	137
				C	22.3	39	1974	1680	307	225	61	899	226	407	390	387	436	460	127	232	230	213	198	128	81	194	137

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 9–15, 1987

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
GROWING PAINS		A	25.0	37	2215	1767	357	296	101	774	359	514	446	294	214	459	207	309	282	196	117	230	139	304	221
TUE 8.30P 30 ABC	7	B	24.5	37	2172	1785	362	317	112	767	372	552	459	283	179	468	245	358	300	181	83	241	135	310	209
217 99 CS	7	C	24.5	37	2172	1785	362	317	112	767	372	552	459	283	179	468	245	358	300	181	83	241	135	310	209
HEAD OF THE CLASS		A	18.9	28	1675	1693	349	283	99	758	294	478	443	322	232	518	241	361	292	209	123	203	92	214	152
WED 8.30P 30 ABC	7	B	17.2	27	1523	1671	336	281	106	743	333	501	442	287	199	462	236	348	295	177	87	199	105	267	171
215 99 CS	7	C	17.2	27	1523	1671	336	281	106	743	333	501	442	287	199	462	236	348	295	177	87	199	105	267	171
HIGHWAY TO HEAVEN		A	15.6	24	1382	1720	285	218	33^	867	147	361	384	432	435	620	133	276	289	337	279	93	39^	140	92
WED 8.00P 60 NBC	7	B	14.5	23	1287	1738	290	218	67	861	201	403	408	409	391	514	137	256	249	263	223	140	68	223	142
205 99 GD	7	C	14.5	23	1287	1738	290	218	67	861	201	403	408	409	391	514	137	256	249	263	223	140	68	223	142
8.00 - 8.30		A	14.9	23	1320	1741	278	215	24^	865	143	356	384	429	437	634	129	274	298	351	289	93	37^	148	93
8.30 - 9.00		A	16.2	24	1435	1712	294	223	41^	875	153	367	386	436	436	610	137	280	283	326	271	94	41^	133	91
HOTEL		A	8.3	16	735	1570	331	262	53^	893	309	443	378	298	402	383	134	206	193	144	161	144	89	150	83^
SAT 10.00P 60 ABC	6	B	9.3	18	823	1522	324	249	79	849	250	427	413	379	365	464	166	254	249	208	174	96	64	113	68
207 99 GD	6	C	9.3	18	823	1522	324	249	79	849	250	427	413	379	365	464	166	254	249	208	174	96	64	113	68
10.00 - 10.30		A	7.9	15	700	1599	337	265	55^	890	308	436	370	296	406	394	145	217	198	144	163	149	88^	166	92
10.30 - 11.00		A	8.6	17	762	1561	330	263	51^	906	314	455	389	304	403	377	126	199	190	146	161	141	91	137	76^
HOUSTON KNIGHTS		A	8.4	13	744	1595	295	213	64^	716	215	379	375	328	292	620	222	374	335	260	213	77^	44^	183	123
TUE 8.00P 60 CBS	7	B	10.2	16	908	1627	296	223	84	763	227	415	398	366	299	605	202	350	327	296	216	109	55	150	92
208 99 OP	7	C	10.2	16	908	1627	296	223	84	763	227	415	398	366	299	605	202	350	327	296	216	109	55	150	92
8.00 - 8.30		A	8.0	12	709	1604	284	202	61^	729	223	388	385	323	296	620	221	379	341	262	206	74^	41^	180	124
8.30 - 9.00		A	8.7	13	771	1606	308	225	68^	712	210	375	370	336	291	626	225	373	333	262	221	80^	48^	187	124
HUNTER		A	18.0	35	1595	1715	346	272	51	813	246	476	465	431	269	620	183	360	367	339	204	168	103	114	79
SAT 10.00P 60 NBC	6	B	17.2	33	1519	1729	329	250	61	834	236	459	448	424	310	615	173	337	337	333	226	139	79	141	93
205 99 OP	6	C	17.2	33	1519	1729	329	250	61	834	236	459	448	424	310	615	173	337	337	333	226	139	79	141	93
10.00 - 10.30		A	18.0	34	1595	1717	349	271	50	822	244	472	465	435	281	608	178	349	352	331	206	166	104	121	84
10.30 - 11.00		A	18.0	35	1595	1712	342	274	52	804	248	481	464	426	257	632	187	372	383	348	201	169	103	107	74
I MARRIED DORA		A	10.4	18	921	1680	338	255	98	803	250	430	401	374	320	433	183	268	262	177	128	145	79	299	159
FRI 8.30P 30 ABC	7	B	10.5	19	933	1669	301	241	97	812	300	475	436	340	281	483	194	314	297	214	130	113	62	261	155
201 97 CS	7	C	10.5	19	933	1669	301	241	97	812	300	475	436	340	281	483	194	314	297	214	130	113	62	261	155
JAKE AND THE FATMAN		A	13.6	21	1205	1596	306	257	63	808	216	433	422	382	334	554	142	295	296	286	233	113	60	120	87
TUE 9.00P 60 CBS	7	B	12.3	19	1091	1550	264	187	60	805	182	360	368	391	385	570	131	263	265	296	273	78	37	97	64
209 99 OP	7	C	12.3	19	1091	1550	264	187	60	805	182	360	368	391	385	570	131	263	265	296	273	78	37	97	64
9.00 - 9.30		A	13.0	20	1152	1609	298	247	64	801	209	419	408	373	342	573	147	302	300	292	246	113	59	122	92
9.30 - 10.00		A	14.2	22	1258	1583	314	267	62	815	222	447	435	390	327	536	138	288	293	280	220	114	61	119	83
J.J. STARBUCK		A	12.0	18	1063	1711	298	179	46^	836	167	340	370	455	421	658	148	316	317	349	286	118	44^	100	66
TUE 9.00P 60 NBC	5	B	12.7	20	1125	1596	295	183	41	852	147	333	365	465	447	580	118	253	257	316	281	85	38	79	45
204 99 GD	5	C	12.7	20	1125	1596	295	183	41	852	147	333	365	465	447	580	118	253	257	316	281	85	38	79	45
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 9–15, 1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
J.J. STARBUCK-CONT'D																												
	9.00 - 9.30				A	12.2	18	1081	1728	285	172	46^	835	165	335	367	450	420	653	143	315	318	347	283	126	45^	114	76
	9.30 - 10.00				A	11.8	18	1045	1694	312	186	46^	837	170	345	373	460	422	663	153	316	316	350	289	109	43^	84	55^
KATE & ALLIE					A	13.6	20	1205	1547	418	310	58	918	267	454	440	410	385	443	140	231	235	192	165	82	53	104	67
MON	8.30P	30	CBS	8	B	15.6	24	1385	1572	364	274	77	877	283	452	437	370	362	473	160	267	271	213	169	91	63	132	82
	210	99	CS	8	C	15.6	24	1385	1572	364	274	77	877	283	452	437	370	362	473	160	267	271	213	169	91	63	132	82
KNOTS LANDING					A	14.3	24	1267	1591	362	286	91	896	316	507	436	387	331	463	202	299	267	197	136	101	53	131	71
THU	10.00P	60	CBS	8	B	15.0	26	1330	1539	377	302	91	918	330	536	478	389	324	435	188	275	254	177	131	87	43	99	65
	209	99	GD	8	C	15.0	26	1330	1539	377	302	91	918	330	536	478	389	324	435	188	275	254	177	131	87	43	99	65
	10.00 - 10.30				A	14.0	22	1240	1622	361	284	91	899	323	513	443	383	327	479	208	310	277	213	137	105	53	138	75
	10.30 - 11.00				A	14.5	25	1285	1572	366	289	92	898	312	505	433	393	337	450	198	290	259	183	136	99	53	125	67
L.A. LAW					A	20.1	33	1781	1630	359	271	85	807	295	508	487	390	240	642	244	416	396	318	179	112	72	70	51
THU	10.00P	60	NBC	5	B	19.4	33	1717	1563	340	272	104	800	302	508	483	371	236	609	229	393	374	301	173	82	52	72	41
	210	99	GD	5	C	19.4	33	1717	1563	340	272	104	800	302	508	483	371	236	609	229	393	374	301	173	82	52	72	41
	10.00 - 10.30				A	20.6	33	1825	1644	361	272	94	814	307	513	493	383	243	629	245	410	389	308	174	121	79	80	56
	10.30 - 11.00				A	19.5	34	1728	1624	358	271	76	803	284	506	484	400	239	659	243	425	406	331	184	103	64	59	47
LAW & HARRY MCGRAW					A	10.2	18	904	1531	309	245	55^	763	178	393	384	381	334	577	163	308	298	283	236	102	59^	89	65^
TUE	10.00P	60	CBS	7	B	10.9	19	964	1471	281	187	53	797	168	341	362	401	389	545	129	250	243	286	259	56	28^	74	48
	210	99	PD	7	C	10.9	19	964	1471	281	187	53	797	168	341	362	401	389	545	129	250	243	286	259	56	28^	74	48
	10.00 - 10.30				A	10.3	17	913	1513	302	247	61^	757	170	394	388	384	324	558	154	303	301	273	223	110	63^	88	63^
	10.30 - 11.00				A	10.2	19	904	1535	312	240	49^	762	185	388	375	375	341	591	170	310	292	290	247	93	55^	89	67^
MACGYVER					A	14.3	23	1267	1673	291	212	58	703	156	355	375	384	290	635	213	353	344	310	218	165	93	170	103
MON	8.00P	60	ABC	7	B	12.6	20	1116	1661	256	193	58	709	181	353	337	357	310	659	214	364	341	311	238	128	60	164	93
	208	98	A	7	C	12.6	20	1116	1661	256	193	58	709	181	353	337	357	310	659	214	364	341	311	238	128	60	164	93
	8.00 - 8.30				A	13.7	22	1214	1667	290	208	56	709	149	354	382	392	295	618	203	330	324	301	223	162	94	179	108
	8.30 - 9.00				A	14.9	24	1320	1678	292	215	61	697	162	355	370	377	285	651	222	374	363	318	214	168	92	162	98
MAGNUM, P.I.					A	13.8	21	1223	1664	285	212	72	780	223	403	381	356	344	617	187	352	324	311	223	87	39^	179	99
WED	9.00P	60	CBS	5	B	14.2	22	1260	1639	323	249	81	818	241	450	428	399	326	600	197	357	330	302	204	103	43	117	70
	210	99	PD	5	C	14.2	22	1260	1639	323	249	81	818	241	450	428	399	326	600	197	357	330	302	204	103	43	117	70
	9.00 - 9.30				A	13.4	20	1187	1687	290	223	76	774	236	414	386	348	332	608	193	357	322	300	216	94	42^	211	113
	9.30 - 10.00				A	14.2	22	1258	1642	280	202	68	785	211	392	376	364	355	626	182	348	326	321	229	80	37^	150	85
MARRIED...WITH CHILDREN					A	4.0	6	354	1893	314	276	105^	725	415	589	480	277	73^	634	331	523	447	264	81^	317	143^	217	143^
SUN	8.30P	30	FOX	4	B	4.1	6	363	1969	330	275	80^	698	374	546	417	282	100	673	370	550	437	280	88	288	126	310	179
	117	86	CS	4	C	4.1	6	363	1969	330	275	80^	698	374	546	417	282	100	673	370	550	437	280	88	288	126	310	179
MATLOCK					A	17.1	26	1515	1650	238	137	42	881	113	277	333	439	526	606	108	248	249	304	319	81	18^	82	36^
TUE	8.00P	60	NBC	6	B	17.2	27	1523	1613	247	153	52	885	134	298	340	436	512	582	110	230	236	284	313	61	27	85	42
	207	99	GD	6	C	17.2	27	1523	1613	247	153	52	885	134	298	340	436	512	582	110	230	236	284	313	61	27	85	42
	CONT'D																											

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 9-15, 1987

PROGRAM NAME / DAY / TIME / #STNS / DUR / CVG% / NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
MATLOCK-CONT'D																									
8.00 - 8.30		A	17.0	26	1506	1638	241	143	36^	883	116	281	334	432	527	599	106	244	243	299	318	80	20^	76	30^
8.30 - 9.00		A	17.2	25	1524	1662	236	132	47	880	109	273	332	445	526	613	110	251	256	309	320	81	16^	88	42
MIAMI VICE																									
FRI 9.00P 60 NBC	7	A	14.1	23	1249	1761	313	263	72	773	283	500	441	366	233	608	243	377	360	282	183	128	54	252	144
207 99 OP	7	B	14.1	24	1251	1764	325	269	95	767	305	510	456	348	221	647	272	432	419	295	166	122	61	228	134
		C	14.1	24	1251	1764	325	269	95	767	305	510	456	348	221	647	272	432	419	295	166	122	61	228	134
9.00 - 9.30		A	13.7	23	1214	1765	316	266	69	779	280	493	437	367	248	588	236	357	339	265	185	129	57	269	150
9.30 - 10.00		A	14.5	24	1285	1758	310	259	75	768	285	507	445	366	219	626	249	396	380	297	181	128	52	236	138
MR. BELVEDERE																									
FRI 9.00P 30 ABC	3	A	11.4	19	1010	1645	271	195	89	731	211	371	363	334	304	408	145	254	268	189	101	192	115	314	198
206 98 CS	3	B	11.1	18	983	1632	272	206	74	772	229	420	392	347	300	438	144	256	248	205	141	151	92	271	171
		C	11.1	18	983	1632	272	206	74	772	229	420	392	347	300	438	144	256	248	205	141	151	92	271	171
MR. PRESIDENT																									
SAT 8.00P 30 FOX	4	A	2.4	4	213	1541	283^	247^	38v	643	190^	416	415	398	169^	517	204^	351	337	241^	117^	186^	41v	196^	117^
115 86 CS	4	B	2.5	5	224	1525	304	229	43^	612	222	384	374	344	166	556	216	384	350	272	140	167	75^	190	137
		C	2.5	5	224	1525	304	229	43^	612	222	384	374	344	166	556	216	384	350	272	140	167	75^	190	137
MURDER, SHE WROTE																									
SUN 8.13P 60 CBS	9	A	20.8	31	1843	1597	323	190	37	904	146	314	340	438	521	569	92	209	229	304	305	64	32^	60	38
		B	20.5	31	1817	1590	320	205	47	898	140	333	366	449	495	567	101	222	238	290	300	58	30	67	41
210 99 SM	9	C	20.5	31	1817	1590	320	205	47	898	140	333	366	449	495	567	101	222	238	290	300	58	30	67	41
8.00 - 8.30		A	20.0	29	1772	1569	307	180	35^	879	135	283	318	417	523	584	93	211	239	306	317	47	25^	58	34^
8.30 - 9.00		A	20.3	30	1799	1610	324	185	33^	915	139	308	335	446	538	567	87	203	219	304	311	68	34^	60	38
9.00 - 9.30		A	22.8	34	2020	1615	340	211	47	919	174	364	379	448	490	560	101	222	241	305	280	73	38	63	40
MY TWO DAD'S																									
SUN 8.30P 30 NBC	8	A	16.4	24	1453	1820	360	322	87	728	329	535	433	307	162	534	260	416	335	215	105	246	132	312	248
206 99 CS	8	B	18.0	27	1595	1880	383	344	104	789	386	598	498	311	152	561	274	432	369	239	94	242	135	289	202
		C	18.0	27	1595	1880	383	344	104	789	386	598	498	311	152	561	274	432	369	239	94	242	135	289	202
NAPOLEON & JOSEPHINE PT 1(S)		A	18.6	30	1648	1558	363	258	84	860	278	481	482	418	305	504	163	291	287	254	172	84	59	110	69
TUE 9.00P 120 ABC																									
217 99 GD																									
NAPOLEON & JOSEPHINE:LOVE STORY																									
9.00 - 9.30		A	19.8	30	1754	1583	366	261	78	843	272	459	460	403	310	496	166	288	284	246	172	99	68	145	99
9.30 - 10.00		A	18.5	28	1639	1549	364	262	80	850	271	474	480	419	299	507	160	293	297	265	168	80	62	111	70
10.00 - 10.30		A	18.5	31	1639	1544	361	256	91	872	288	492	483	419	307	496	158	280	273	246	175	77	55	99	54
10.30 - 11.00		A	17.8	33	1577	1538	357	250	89	868	280	495	502	430	299	511	164	303	291	256	170	78	49	81	50
NAPOLEON & JOSEPHINE PT 2(S)		A	16.2	26	1435	1574	315	237	73	855	235	463	467	416	342	525	159	318	319	275	163	101	34^	93	56
WED 9.00P 120 ABC																									
217 99 GD																									
NAPOLEON & JOSEPHINE:LOVE STORY																									
9.00 - 9.30		A	16.2	25	1435	1600	339	251	74	851	235	463	471	417	333	501	157	301	298	263	151	131	43^	117	74
9.30 - 10.00		A	16.4	25	1453	1586	320	243	74	862	243	474	480	416	338	531	166	330	325	275	157	96	32^	96	59
CONT'D																									

REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV.9-15,1987

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
NAPOLEON & JOSEPHINE PT -CONT'D																								
10.00 - 10.30	A	16.3	26	1444	1572	309	237	76	868	235	471	472	422	351	528	160	321	329	273	163	89	34^	88	51
10.30 - 11.00	A	15.8	27	1400	1548	293	218	66	843	228	448	448	411	348	545	154	319	325	293	185	89	26^	70	40^
NAPOLEON & JOSEPHINE PT 3(S) THU 9.00P 120 ABC / 217 99 GD	A	13.4	21	1187	1522	291	209	79	816	211	397	411	400	363	520	156	288	296	264	192	64	26^	121	69
NAPOLEON & JOSEPHINE:LOVE STORY																								
9.00 - 9.30	A	12.0	18	1063	1585	273	195	82	814	195	388	394	399	381	512	141	269	284	268	199	80	35^	180	102
9.30 - 10.00	A	13.5	21	1196	1555	286	202	85	814	209	387	402	396	370	532	168	301	313	272	189	62	23^	147	77
10.00 - 10.30	A	14.2	23	1258	1482	307	224	80	816	222	405	422	396	351	515	162	293	297	251	185	55	22^	96	56
10.30 - 11.00	A	13.9	24	1232	1474	294	210	69	819	214	404	423	409	355	521	150	287	289	266	195	62	26^	72	44^
NBC MONDAY NIGHT MOVIES MON 9.00P 120 NBC 8	A	22.1	34	1958	1690	341	280	88	817	332	528	452	354	235	602	255	431	371	284	131	154	84	118	61
200 99 FF 8	B	17.2	27	1524	1638	340	277	94	848	311	528	467	386	264	494	182	315	291	241	144	142	82	153	90
	C	17.2	27	1524	1638	340	277	94	848	311	528	467	386	264	494	182	315	291	241	144	142	82	153	90
BILLIONAIRE BOYS CLUB, PART 2																								
9.00 - 9.30	A	21.1	30	1869	1721	342	279	85	806	331	514	445	338	235	589	255	419	368	271	128	173	91	154	75
9.30 - 10.00	A	22.4	33	1985	1672	336	277	87	812	328	522	452	351	236	589	251	419	361	276	129	152	83	119	60
10.00 - 10.30	A	22.9	36	2029	1683	343	284	90	818	335	536	452	357	232	612	258	441	375	292	132	148	82	105	57
10.30 - 11.00	A	22.1	39	1958	1680	340	279	90	827	332	538	458	368	235	613	255	441	378	295	135	143	81	96	51
NBC SUNDAY NIGHT MOVIE SUN 9.00P 120 NBC 7	A	16.6	26	1471	1648	310	240	56	848	233	437	426	406	354	643	225	376	325	279	233	71	39^	86	51
201 99 FF 7	B	17.7	28	1571	1718	343	289	95	808	327	533	474	350	226	635	276	443	391	283	149	158	89	118	74
	C	17.7	28	1571	1718	343	289	95	808	327	533	474	350	226	635	276	443	391	283	149	158	89	118	74
PERRY MASON:SCANDALOUS SCOUNDREL																								
9.00 - 9.30	A	15.9	24	1409	1744	301	239	71	856	259	469	430	406	328	665	251	408	338	285	224	94	50	129	90
9.30 - 10.00	A	16.6	25	1471	1657	313	241	56	870	242	450	433	412	364	638	224	364	308	267	243	68	38^	80	45
10.00 - 10.30	A	17.0	27	1506	1617	318	245	52	843	219	426	430	409	362	635	219	368	324	273	235	65	35^	74	37^
10.30 - 11.00	A	16.7	29	1480	1600	313	237	47	834	217	411	415	403	363	642	210	368	334	294	234	60	35^	64	36^
NEWHART MON 9.00P 30 CBS 8	A	16.4	24	1453	1638	382	307	73	879	274	463	465	370	346	504	171	292	289	238	175	106	65	149	102
209 99 CS 8	B	17.6	26	1559	1603	377	300	103	863	308	497	477	361	305	503	186	317	305	232	159	106	64	130	85
	C	17.6	26	1559	1603	377	300	103	863	308	497	477	361	305	503	186	317	305	232	159	106	64	130	85
NFL MONDAY NIGHT FOOTBALL MON 9.00P 186 ABC 8	A	15.9	27	1409	1569	188	150	53	496	146	269	276	250	187	869	326	535	515	399	260	105	21^	98	67
217 99 SE 8	B	16.9	30	1497	1562	206	171	49	503	170	297	283	237	169	872	331	550	517	398	252	96	22	91	54
	C	16.9	30	1497	1562	206	171	49	503	170	297	283	237	169	872	331	550	517	398	252	96	22	91	54
SEATTLE VS NY JETS																								
9.00 - 9.30	A	15.0	22	1329	1566	215	171	45^	530	152	285	290	259	207	773	288	448	426	329	258	133	22^	129	79
9.30 - 10.00	A	16.4	24	1453	1589	193	152	42^	500	137	264	263	251	199	867	325	517	496	389	270	116	16^	107	78
10.00 - 10.30	A	16.8	26	1488	1626	188	151	64	515	148	272	278	257	204	891	339	546	524	403	271	108	18^	112	80
CONT'D																								

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
NFL MONDAY NIGHT FOOTBALL-CONT'D																												
	10.30 - 11.00				A	16.3	27	1444	1606	176	146	59	491	145	263	276	251	184	897	331	554	536	418	274	113	23^	105	75
	11.00 - 11.30				A	16.5	32	1462	1538	184	146	59	474	153	269	277	239	161	890	336	571	562	424	238	94	27^	81	51
	11.30 - 12.00				A	14.7	35	1302	1515	181	143	50	481	145	267	276	247	172	897	334	571	547	428	254	74	22^	64	45^
	12.00 - 12.30				A	13.3	35	1178	1494	176	129	36^	467	126	243	259	255	179	902	354	586	540	411	251	81	21^	44^	39^
NIGHT COURT					A	24.7	38	2188	1606	360	288	103	775	318	486	439	327	240	547	233	367	334	243	144	176	97	108	66
THU	9.30P	30	NBC	6	B	22.9	36	2025	1614	363	300	113	820	332	534	484	359	235	549	228	365	338	242	145	131	70	114	67
	205	99	CS	6	C	22.9	36	2025	1614	363	300	113	820	332	534	484	359	235	549	228	365	338	242	145	131	70	114	67
OHARA					A	8.8	15	780	1846	331	271	65^	775	236	460	417	372	271	703	199	434	429	388	229	152	59^	216	133
SAT	9.00P	60	ABC	4	B	9.3	17	820	1736	289	231	85	767	218	424	420	386	288	678	203	417	409	370	214	126	45	164	98
	206	98	OP	4	C	9.3	17	820	1736	289	231	85	767	218	424	420	386	288	678	203	417	409	370	214	126	45	164	98
	9.00 - 9.30				A	8.4	15	744	1891	332	272	72^	777	244	479	424	384	258	733	223	468	453	395	228	148	51^	232	140
	9.30 - 10.00				A	9.1	16	806	1825	334	273	59^	781	231	447	415	365	286	683	179	407	411	385	232	158	68^	203	128
OLYMPIC DIARY-MON					A	14.8	23	1311	1661	290	219	58	707	162	363	369	388	294	628	206	359	348	310	215	169	90	157	92
MON	8.44P	1	ABC	8	B	12.9	20	1145	1657	248	191	53	686	187	351	331	342	294	680	227	393	370	321	232	127	55	164	95
	186	94	SC	8	C	12.9	20	1145	1657	248	191	53	686	187	351	331	342	294	680	227	393	370	321	232	127	55	164	95
OLYMPIC DIARY-TUE					A	18.1	32	1604	1556	344	240	90	865	286	494	490	421	299	521	165	308	290	259	176	79	49	91	53
TUE	10.33P	1	ABC	8	B	14.9	27	1318	1542	358	306	131	840	406	610	534	333	187	487	231	365	325	204	94	104	58	111	68
	217	99	SC	8	C	14.9	27	1318	1542	358	306	131	840	406	610	534	333	187	487	231	365	325	204	94	104	58	111	68
OLYMPIC DIARY-WED					A	15.8	27	1400	1555	292	219	72	860	227	455	456	422	359	529	141	300	307	287	190	92	26^	74	44^
WED	10.39P	1	ABC	7	B	15.2	27	1344	1533	338	273	84	876	285	490	454	379	340	447	170	269	248	197	145	95	54	115	76
	217	99	SC	7	C	15.2	27	1344	1533	338	273	84	876	285	490	454	379	340	447	170	269	248	197	145	95	54	115	76
OLYMPIC DIARY-THU					A	14.1	24	1249	1484	302	218	68	813	212	392	416	405	358	527	156	296	294	268	197	60	25^	84	50^
THU	10.37P	1	ABC	8	B	11.3	20	1003	1613	281	220	83	714	243	432	400	349	236	630	237	417	376	299	173	128	60	141	93
	214	99	SC	8	C	11.3	20	1003	1613	281	220	83	714	243	432	400	349	236	630	237	417	376	299	173	128	60	141	93
OLYMPIC DIARY-FRI					A	11.5	22	1019	1549	320	210	89	800	214	386	370	392	331	594	186	344	342	279	182	60^	20^	94	64
FRI	10.50P	1	ABC	9	B	12.3	24	1088	1589	298	222	89	813	237	448	433	398	303	616	187	370	374	304	193	76	33	85	52
	214	99	SC	9	C	12.3	24	1088	1589	298	222	89	813	237	448	433	398	303	616	187	370	374	304	193	76	33	85	52
OLYMPIC DIARY-SAT 1					A	8.6	17	762	1579	327	260	43^	905	310	450	379	302	409	382	123	210	203	159	154	139	91	153	86
SAT	10.44P	1	ABC	8	B	8.8	17	782	1542	327	256	81	813	253	431	420	369	323	472	177	275	265	217	159	112	74	144	86
	207	99	SC	8	C	8.8	17	782	1542	327	256	81	813	253	431	420	369	323	472	177	275	265	217	159	112	74	144	86
OLYMPIC DIARY-SUN					A	7.5	13	665	1570	271	219	88^	695	213	341	309	263	329	586	174	318	276	286	243	87^	15v	203	104
SUN	6.58P	1	ABC	10	B	6.6	13	586	1591	233	173	51	724	165	315	320	325	363	613	172	305	301	283	259	83	38^	171	106
	166	87	SC	10	C	6.6	13	586	1591	233	173	51	724	165	315	320	325	363	613	172	305	301	283	259	83	38^	171	106
OLYMPIC DIARY-SUN 1					A	8.6	14	762	1688	288	204	125	813	261	432	441	376	303	607	222	390	382	316	172	122	53^	147	94
SUN	10.35P	1	ABC	7	B	11.0	19	977	1692	338	254	104	842	224	461	474	451	304	629	183	380	379	350	192	112	51	110	75
	216	99	SC	7	C	11.0	19	977	1692	338	254	104	842	224	461	474	451	304	629	183	380	379	350	192	112	51	110	75

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
OUR HOUSE		A	11.3	17	1001	1899	346	268	36^	893	178	401	400	433	439	560	150	310	280	283	204	202	109	245	178
SUN 7.00P 60 NBC	9	B	12.8	21	1130	1854	355	294	71	821	267	475	452	366	291	582	205	364	343	281	168	180	99	271	187
204 99 GD	9	C	12.8	21	1130	1854	355	294	71	821	267	475	452	366	291	582	205	364	343	281	168	180	99	271	187
7.00 - 7.30		A	10.7	17	948	1887	335	259	34^	905	165	388	394	433	470	562	151	300	276	277	216	207	111	213	150
7.30 - 8.00		A	12.0	18	1063	1893	352	273	37^	874	188	410	402	430	408	553	149	316	282	286	192	195	106	271	201
PEE WEE'S PLAYHOUSE SPCL(S) WED 8.00P 60 CBS		A	10.4	16	921	1882	275	236	112	674	299	485	440	265	165	471	231	362	306	197	98	129	65^	607	334
210 99 CE																									
8.00 - 8.30		A	10.8	17	957	1842	273	236	112	691	298	477	439	264	188	483	234	356	303	197	112	128	67	540	297
8.30 - 9.00		A	10.0	15	886	1925	277	237	112	656	300	494	442	267	139	458	228	368	309	197	82	131	63^	680	374
PERFECT STRANGERS		A	18.1	28	1604	1689	370	304	103	782	300	485	437	332	247	520	234	367	296	216	119	166	82	222	151
WED 8.00P 30 ABC	7	B	16.2	26	1433	1667	336	279	102	764	326	494	433	294	223	459	221	334	284	181	99	182	96	263	169
217 99 CS	7	C	16.2	26	1433	1667	336	279	102	764	326	494	433	294	223	459	221	334	284	181	99	182	96	263	169
PRESIDENTIAL PORTRAIT		A	12.1	19	1072	1631	331	261	68	831	251	467	465	399	298	541	180	332	329	285	175	114	54	145	91
TUE&THU 9.58P 1 CBS	20	B	13.3	21	1179	1551	335	252	78	850	252	453	440	400	330	527	167	298	287	264	193	82	41	92	58
209 99 DO	20	C	13.3	21	1179	1551	335	252	78	850	252	453	440	400	330	527	167	298	287	264	193	82	41	92	58
PRIVATE EYE		A	10.7	20	948	1675	263	206	49^	726	220	429	395	382	250	663	196	378	372	371	225	117	62^	170	120
FRI 10.00P 60 NBC	7	B	10.9	20	964	1678	310	247	68	764	252	467	432	384	248	649	219	392	387	337	203	118	60	147	94
204 99 PD	7	C	10.9	20	964	1678	310	247	68	764	252	467	432	384	248	649	219	392	387	337	203	118	60	147	94
10.00 - 10.30		A	11.2	20	992	1690	262	207	50^	725	218	430	395	381	250	654	192	375	377	369	217	131	66	180	130
10.30 - 11.00		A	10.2	19	904	1659	264	204	48^	728	222	427	396	383	250	672	201	380	368	374	234	101	58^	158	108
PURSUIT OF HAPPINESS		A	9.2	15	815	1573	308	208	63^	752	236	387	374	335	300	456	157	295	302	220	116	136	89	229	159
FRI 9.30P 30 ABC	3	B	9.1	15	806	1602	280	206	58	779	230	416	386	358	303	491	152	290	281	239	158	120	70	211	132
206 98 CS	3	C	9.1	15	806	1602	280	206	58	779	230	416	386	358	303	491	152	290	281	239	158	120	70	211	132
RAGS TO RICHES		A	11.1	19	983	1714	281	219	46^	728	187	385	408	363	298	446	142	265	252	234	138	203	145	337	244
FRI 8.00P 60 NBC	7	B	10.6	19	940	1738	305	236	50	795	235	420	419	372	315	445	138	246	248	219	160	170	115	329	218
203 99 CS	7	C	10.6	19	940	1738	305	236	50	795	235	420	419	372	315	445	138	246	248	219	160	170	115	329	218
8.00 - 8.30		A	10.7	19	948	1683	271	209	45^	713	173	369	394	361	301	449	137	267	250	241	141	200	144	321	231
8.30 - 9.00		A	11.5	20	1019	1743	290	228	47^	742	200	399	421	364	294	443	147	263	253	227	136	205	145	352	255
SABLE		A	7.9	14	700	1764	286	192	79^	687	206	367	334	342	258	711	237	465	433	383	206	157	43^	209	133
SAT 8.00P 60 ABC	2	B	8.9	16	789	1695	263	190	88	680	184	363	347	365	266	711	234	454	435	393	211	133	35^	172	108
179 91 A	2	C	8.9	16	789	1695	263	190	88	680	184	363	347	365	266	711	234	454	435	393	211	133	35^	172	108
8.00 - 8.30		A	8.0	14	709	1715	268	172	76^	683	193	346	333	351	267	708	234	460	427	376	212	132	35^	191	120
8.30 - 9.00		A	7.8	14	691	1815	305	212	83^	691	220	390	334	333	247	714	240	471	438	391	200	182	51^	227	147
ST. ELSEWHERE		A	13.0	22	1152	1479	356	302	120	836	298	533	514	408	241	539	198	343	316	251	175	68	28^	37^	28^
WED 10.00P 60 NBC	7	B	13.6	23	1209	1504	334	273	120	846	325	544	525	396	240	506	211	341	322	225	136	81	50	72	43
201 99 GD	7	C	13.6	23	1209	1504	334	273	120	846	325	544	525	396	240	506	211	341	322	225	136	81	50	72	43
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV.9-15,1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
ST. ELSEWHERE-CONT'D																												
	10.00 - 10.30				A	13.2	21	1170	1475	355	298	108	829	290	525	495	407	243	536	199	339	307	247	176	76	30^	35^	31^
	10.30 - 11.00				A	12.8	22	1134	1484	357	307	133	843	306	541	533	409	239	543	197	348	325	255	174	59	26^	39^	25^
SECOND CHANCE					A	2.9	5	257	1685	209^	197^	11v	449	174^	351	292	266	81^	414	232^	341	271	161^	43v	450	202^	372	254
SAT	9.30P	30	FOX	3	B	2.6	5	227	1703	238	195	27v	569	248	395	340	286	142^	478	226	349	305	191	106^	335	128^	321	246
	115	86	CS	3	C	2.6	5	227	1703	238	195	27v	569	248	395	340	286	142^	478	226	349	305	191	106^	335	128^	321	246
60 MINUTES					A	23.7	36	2100	1516	267	179	25^	711	147	278	290	326	380	717	154	335	355	369	321	47	15^	41	21^
SUN	7.13P	60	CBS	9	B	21.1	35	1868	1552	292	200	47	765	156	311	323	353	393	696	168	335	347	344	302	39	15^	53	28
	211	99	DN	9	C	21.1	35	1868	1552	292	200	47	765	156	311	323	353	393	696	168	335	347	344	302	39	15^	53	28
	7.00 - 7.30				A	23.4	36	2073	1504	259	178	21^	647	149	273	279	298	323	761	181	381	397	392	315	46	14^	50	23^
	7.30 - 8.00				A	24.0	36	2126	1514	263	178	22^	712	149	280	291	325	379	717	153	334	357	369	323	51	16^	33	17^
	8.00 - 8.30				A	23.4	35	2073	1536	287	182	37	794	143	279	300	368	455	657	123	275	296	341	324	39	13^	47	28^
SLEDGE HAMMER					A	7.7	12	682	1690	193	149	67^	659	207	350	320	314	283	600	189	372	342	319	180	140	44^	292	191
THU	8.00P	30	ABC	8	B	8.0	13	711	1647	237	184	73	682	220	354	336	303	282	583	203	349	314	276	193	117	47	265	184
	210	98	CS	8	C	8.0	13	711	1647	237	184	73	682	220	354	336	303	282	583	203	349	314	276	193	117	47	265	184
SPENSER: FOR HIRE					A	11.5	17	1019	1948	341	288	109	848	313	536	481	403	256	676	243	429	399	344	184	131	46^	293	159
SUN	8.00P	60	ABC	6	B	10.5	16	926	1794	330	267	102	774	259	461	426	369	263	665	232	426	384	343	200	118	53	238	130
	209	98	PD	6	C	10.5	16	926	1794	330	267	102	774	259	461	426	369	263	665	232	426	384	343	200	118	53	238	130
	8.00 - 8.30				A	10.7	16	948	1958	333	290	116	839	328	545	477	388	246	645	235	422	393	330	165	129	47^	344	183
	8.30 - 9.00				A	12.3	18	1090	1939	347	287	103	855	300	529	484	416	265	703	250	435	404	356	201	133	44^	249	139
SPORTSBREAK-SAT					A	7.7	14	682	1544	180	128	14v	810	167	337	317	362	434	567	67^	212	253	331	299	94	54^	74^	67^
SAT	8.57P	1	CBS	8	B	7.7	14	684	1589	288	217	57	789	204	381	391	363	344	615	156	322	349	327	239	73	30^	112	69
	201	99	SN	8	C	7.7	14	684	1589	288	217	57	789	204	381	391	363	344	615	156	322	349	327	239	73	30^	112	69
SPORTSBREAK-SUN					A	20.9	33	1852	1587	363	257	63	893	265	484	459	436	350	576	116	268	301	343	237	62	36	56	36
SUN	10.08P	1	CBS	8	B	16.6	26	1469	1610	361	263	71	899	243	474	456	443	357	559	149	294	284	298	221	73	38	79	47
	210	99	SN	8	C	16.6	26	1469	1610	361	263	71	899	243	474	456	443	357	559	149	294	284	298	221	73	38	79	47
TOUR OF DUTY					A	9.5	14	842	1743	229	157	71^	660	201	364	341	313	250	755	257	512	487	380	206	126	36^	201	116
THU	8.00P	60	CBS	7	B	10.5	16	934	1648	260	201	62	657	197	385	364	326	233	726	257	490	463	369	194	130	46	136	80
	207	97	GD	7	C	10.5	16	934	1648	260	201	62	657	197	385	364	326	233	726	257	490	463	369	194	130	46	136	80
	8.00 - 8.30				A	9.0	14	797	1733	235	161	76^	655	197	360	336	309	251	753	250	506	486	379	208	125	38^	201	117
	8.30 - 9.00				A	10.0	15	886	1752	224	154	66^	665	205	369	346	317	250	758	264	519	489	380	204	127	35^	202	115
TRACEY ULLMAN SHOW					A	3.1	5	275	1954	356	329	93^	676	308	563	494	331	72^	590	307	520	464	248	64^	482	273	207^	165^
SUN	9.00P	30	FOX	8	B	3.1	5	278	1726	336	288	71^	647	339	503	440	264	103	616	326	512	422	256	81^	255	149	208	140
	117	86	CS	8	C	3.1	5	278	1726	336	288	71^	647	339	503	440	264	103	616	326	512	422	256	81^	255	149	208	140
20/20					A	12.5	23	1108	1528	324	219	91	810	228	410	402	394	315	559	170	325	334	269	178	61	22^	99	71
FRI	10.00P	60	ABC	9	B	12.4	23	1098	1592	286	215	91	801	240	443	429	385	296	616	192	369	375	300	192	80	36	96	61
	214	99	DN	9	C	12.4	23	1098	1592	286	215	91	801	240	443	429	385	296	616	192	369	375	300	192	80	36	96	61
	CONT'D																											

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PROGRAM NAME / DAY TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																											
20/20-CONT'D																											
10.00 - 10.30				A	12.8	23	1134	1522	326	221	96	823	235	423	417	400	313	531	158	313	330	260	168	62	23^	106	79
10.30 - 11.00				A	12.2	23	1081	1535	321	218	86	796	220	395	387	387	317	589	183	338	339	279	189	59^	21^	91	62
21 JUMP STREET SUN 7.00P	60	FOX	9	A	5.7	9	505	1715	266	221	39^	586	269	439	388	297	86^	564	303	434	391	237	72^	346	195	219	117^
117	86	OP	9	B	5.5	9	488	1737	361	313	76	703	336	531	425	306	128	544	309	433	331	204	85	272	153	217	125
				C	5.5	9	488	1737	361	313	76	703	336	531	425	306	128	544	309	433	331	204	85	272	153	217	125
7.00 - 7.30				A	5.5	9	487	1730	273	234	44^	594	265	445	404	312	81^	551	290	421	393	237	72^	342	197	242	136
7.30 - 8.00				A	5.8	9	514	1730	264	213	35^	589	277	441	380	288	93^	587	321	453	395	241	72^	355	195	200	100^
227 SAT 8.30P	30	NBC	7	A	18.7	33	1657	1730	317	254	57	851	233	424	401	372	377	436	169	269	230	176	150	177	113	266	177
204	99	CS	7	B	16.9	31	1501	1703	316	243	58	886	244	430	400	370	405	452	140	242	232	200	179	142	89	223	150
				C	16.9	31	1501	1703	316	243	58	886	244	430	400	370	405	452	140	242	232	200	179	142	89	223	150
VALERIE'S FAMILY MON 8.30P	30	NBC	7	A	16.4	24	1453	1897	304	263	100	713	310	487	435	289	183	504	247	378	325	208	103	282	127	398	267
204	99	CS	7	B	17.3	26	1529	1847	324	280	107	737	333	526	447	292	173	450	217	344	297	188	86	254	129	407	269
				C	17.3	26	1529	1847	324	280	107	737	333	526	447	292	173	450	217	344	297	188	86	254	129	407	269
WEREWOLF SUN 8.00P	30	FOX	4	A	4.3	6	381	1995	280	217	46^	686	338	543	457	313	69^	667	325	524	428	314	74^	361	189	281	161^
				B	4.4	7	392	2027	325	273	81	709	363	570	444	312	87	653	335	524	423	293	85	324	160	341	184
117	86	SM	4	C	4.4	7	392	2027	325	273	81	709	363	570	444	312	87	653	335	524	423	293	85	324	160	341	184
WEST 57TH SAT 10.00P	60	CBS	7	A	6.7	13	594	1548	311	214	42^	804	191	389	409	423	343	632	142	346	338	339	247	67^	20v	45^	26v
205	99	DN	7	B	6.8	13	601	1550	300	229	73	770	231	406	408	357	297	617	178	362	374	313	212	78	34^	86	45^
				C	6.8	13	601	1550	300	229	73	770	231	406	408	357	297	617	178	362	374	313	212	78	34^	86	45^
10.00 - 10.30				A	6.9	13	611	1544	334	232	43^	829	193	390	407	428	371	605	129	323	319	321	250	64^	20v	46^	29^
10.30 - 11.00				A	6.5	13	576	1552	286	196	40^	777	188	387	411	418	314	660	155	370	358	359	243	71^	20v	44^	22v
WHO'S THE BOSS? TUE 8.00P	30	ABC	7	A	23.4	36	2073	1754	346	280	93	772	332	483	420	298	240	458	205	301	265	189	123	209	127	315	239
217	99	CS	7	B	23.0	36	2039	1754	357	307	108	774	351	531	448	295	199	457	229	335	281	182	93	217	123	307	205
				C	23.0	36	2039	1754	357	307	108	774	351	531	448	295	199	457	229	335	281	182	93	217	123	307	205
WISEGUY THU 9.00P	60	CBS	8	A	11.7	18	1037	1766	297	202	46^	811	227	433	447	400	300	685	221	413	396	356	230	103	38^	168	83
209	99	OP	8	B	11.7	18	1036	1611	310	225	67	802	230	422	418	380	317	609	198	361	350	313	212	91	39	109	62
				C	11.7	18	1036	1611	310	225	67	802	230	422	418	380	317	609	198	361	350	313	212	91	39	109	62
9.00 - 9.30				A	11.5	17	1019	1785	285	192	44^	803	216	418	441	400	305	704	229	427	401	361	237	101	33^	177	86
9.30 - 10.00				A	11.9	18	1054	1749	308	213	49^	818	238	447	453	400	296	667	212	400	392	352	224	104	43^	159	80
WOMEN IN PRISON SAT 8.30P	30	FOX	4	A	2.4	4	213	1530	194^	181^	60v	527	200^	375	344	285^	116^	472	229^	359	324	182^	80^	224^	58v	306	187^
116	86	CS	4	B	2.5	4	219	1586	261	202	59^	572	218	366	351	308	151	545	217	388	343	251	136^	182	83^	287	196
				C	2.5	4	219	1586	261	202	59^	572	218	366	351	308	151	545	217	388	343	251	136^	182	83^	287	196

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VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	11.1	19	985	231	164	754	150	301	298	360	406	574	143	255	271	257	260	26^	28^	30^	40	24^	24^
MON-FRI	6.30P	30	ABC	35	B	10.5	20	931	223	162	748	147	300	302	354	405	565	128	242	257	258	274	25^	22^	25^	37	19^	20^
	212	99	N	35	C	10.5	20	931	223	162	748	147	300	302	354	405	565	128	242	257	258	274	25^	22^	25^	37	19^	20^
ABC WRLD NEWS TONIGHT-SUN					A	7.2	13	638	248	180	736	168	316	296	319	393	578	173	292	239	270	253	41^	19v	24v	39^	49^	22v
SUN	6.30P	30	ABC	7	B	6.3	12	561	216	154	743	138	267	278	319	428	604	143	262	255	268	300	34^	27^	31^	31^	25^	29^
	165	86	N	7	C	6.3	12	561	216	154	743	138	267	278	319	428	604	143	262	255	268	300	34^	27^	31^	31^	25^	29^
CBS EVENING NEWS-RATHER					A	12.6	22	1118	225	138	744	108	250	287	336	437	604	101	237	240	290	337	31	24^	27^	42	32	25^
MON-FRI	6.30P	30	CBS	40	B	11.7	22	1041	220	134	747	128	268	295	331	421	579	109	228	233	273	314	28	19^	27	37	22^	21^
	210	99	N	40	C	11.7	22	1041	220	134	747	128	268	295	331	421	579	109	228	233	273	314	28	19^	27	37	22^	21^
CBS SAT. NEWS-SCHIEFFER					A	8.9	17	789	176	109	701	105	208	229	280	437	624	141	251	261	275	337	20v	10v	13v	20v	26^	1v
SAT	6.30P	30	CBS	8	B	7.2	15	639	176	105	714	110	205	222	267	463	606	133	251	257	270	321	31^	18^	30^	32^	21^	9v
	168	90	N	8	C	7.2	15	639	176	105	714	110	205	222	267	463	606	133	251	257	270	321	31^	18^	30^	32^	21^	9v
NBC NIGHTLY NEWS					A	11.3	20	999	197	134	792	142	291	324	337	437	591	131	244	261	258	295	33^	26^	29^	32^	16^	23^
MON-FRI	6.30P	30	NBC	35	B	10.4	20	922	204	145	776	123	283	317	345	431	582	131	243	256	250	291	30	30	29	29	19^	21^
	204	99	N	35	C	10.4	20	922	204	145	776	123	283	317	345	431	582	131	243	256	250	291	30	30	29	29	19^	21^
NBC NIGHTLY NEWS-SAT.					A	8.5	16	753	168	92	763	63^	166	194	297	549	593	118	200	196	220	359	15v	15v	16v	17v	17v	22^
SAT	6.30P	30	NBC	7	B	8.1	17	714	185	119	771	111	221	242	294	494	601	117	216	227	236	343	25^	27^	23^	23^	16^	16^
	172	92	N	7	C	8.1	17	714	185	119	771	111	221	242	294	494	601	117	216	227	236	343	25^	27^	23^	23^	16^	16^
NBC NIGHTLY NEWS-SUN					A	7.2	12	638	213	147	818	98^	247	271	387	507	613	93^	231	263	290	331	36^	32^	39^	38^	21v	19v
SUN	6.30P	30	NBC	4	B	7.5	14	661	233	159	767	127	278	293	346	429	692	159	312	312	322	328	31^	35^	30^	28^	21^	15^
	158	80	N	4	C	7.5	14	661	233	159	767	127	278	293	346	429	692	159	312	312	322	328	31^	35^	30^	28^	21^	15^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY / TIME	DUR / #STNS	CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	5.0	15	439	1321	257	169	199	45^	720	141	319	302	366	350	50^	523	117	256	228	299	283	20^	17^
TUE 11.30P	32		ABC	25	B	5.2	16	460	1405	258	188	195	60	719	174	351	333	395	364	62	580	161	304	282	345	315	24^	23^
	210	98	N	25	C	5.2	16	460	1405	258	188	195	60	719	174	351	333	395	364	62	580	161	304	282	345	315	24^	23^
WED-FRI 11.30P	31																											
11.30 - 12.00					A	5.0	15	441	1325	257	170	200	45^	722	142	321	304	368	352	50^	525	117	256	228	300	284	20^	17^
12.00 - 12.30					A	4.3	15	379	1301	260	163	196	43^	715	135	304	281	342	330	53^	508	132	266	240	296	276	21^	8v
ABC NEWS:NIGHTLINE-MON.					A	3.4	20	301	1387	170^	107^	139^	37v	505	96^	181^	166^	249	227	87^	792	310	441	371	440	424	<<	<<
MON 12.55A	31		ABC	10	B	3.8	21	341	1351	222	180	170	61^	540	145	297	286	331	287	76^	730	263	466	440	501	462	26^	10v
	207	97	N	10	C	3.8	21	341	1351	222	180	170	61^	540	145	297	286	331	287	76^	730	263	466	440	501	462	26^	10v
12.30 - 1.00					A	3.8	20	337	1392	168^	105^	133^	25v	498	97^	182^	168^	252	240	75^	814	328	473	415	478	461	<<	<<
1.00 - 1.30					A	3.3	20	292	1396	172^	108^	141^	40v	510	96^	182^	167^	250	226	90^	792	309	437	364	435	419	<<	<<
ABC WEEKEND REPORT-SAT.					A	2.3	7	204	1393	375	334	305^	138^	798	254^	465	396	453	434	61v	419	141^	291^	264^	289^	264^	25v	104^
SAT 11.30P	15		ABC	7	B	2.0	6	177	1339	284	236	215	108^	691	189	369	330	377	342	62^	490	140^	270	247	304	280	24v	51^
	137	74	N	7	C	2.0	6	177	1339	284	236	215	108^	691	189	369	330	377	342	62^	490	140^	270	247	304	280	24v	51^
ABC WEEKEND REPORT-SUN.					A	2.2	10	195	1361	156^	153^	135^	41v	649	175^	283^	283^	367	326^	8v	544	154^	310^	310^	375	366	28v	26v
SUN 11.30P	15		ABC	7	B	2.0	9	180	1436	236	199	200	53^	694	177^	359	344	417	392	60^	598	197	401	386	413	386	41v	32v
	146	80	N	7	C	2.0	9	180	1436	236	199	200	53^	694	177^	359	344	417	392	60^	598	197	401	386	413	386	41v	32v
CBS LATE NIGHT I					A	4.1	17	365	1440	295	224	244	52^	760	170	381	370	435	416	49^	524	170	309	295	336	313	27^	34^
MON 11.30P	64		CBS	32	B	3.7	15	332	1370	270	203	226	74^	767	198	390	365	431	395	48^	495	168	298	286	334	307	16v	22^
	178	85	FF	32	C	3.7	15	332	1370	270	203	226	74^	767	198	390	365	431	395	48^	495	168	298	286	334	307	16v	22^
TUE 11.30P	66																											
WED 11.30P	65																											
THU 12.00M	66																											
11.30 - 12.00					A	4.4	15	390	1421	298	225	248	55^	739	187	385	370	436	419	37^	526	144	293	286	334	311	17v	41^
12.00 - 12.30					A	4.1	18	363	1422	292	224	241	50^	750	165	371	361	427	408	47^	524	177	311	295	335	316	26^	32^
12.30 - 1.00					A	3.9	20	345	1444	279	210	230	46^	785	145	376	371	429	408	74^	492	196	319	296	327	296	45^	22^
1.00 - 1.30					A	3.8	22	337	1472	293	214	240	38v	819	120^	372	372	433	410	96^	488	209	328	294	309	272	56^	14v
CBS LATE NIGHT II					A	2.5	14	220	1384	313	255	257	72^	712	222	452	432	473	449	69^	496	229	363	343	376	338	24v	37v
MON 12.34A	42		CBS	40	B	2.3	14	203	1341	305	236	256	90^	741	230	430	398	464	425	69^	478	206	331	309	356	315	16v	25v
	175	85	FF	40	C	2.3	14	203	1341	305	236	256	90^	741	230	430	398	464	425	69^	478	206	331	309	356	315	16v	25v
TUE 12.36A	49																											
WED 12.35A	49																											
THU 1.06A	43																											
FRI 12.30A	59																											
12.30 - 1.00					A	2.7	14	236	1348	318	262	266	68^	680	228	441	419	457	440	59^	506	229	368	354	390	348	13v	40^
1.00 - 1.30					A	2.4	15	212	1394	318	261	257	77^	734	229	473	452	494	463	70^	484	230	359	336	368	333	26v	33v
1.30 - 2.00					A	2.3	18	204	1382	211^	143^	166^	55v	680	108^	332	332	382	364	113^	446	195^	318	275^	288^	263^	73v	37v

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	HOUSEHOLD AUDIENCES SH %	HOUSEHOLD AUDIENCES AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																												
CBS NEWS NIGHTWATCH-1					A	1.0	10	89	1229	371^	281^	277^	90v	742	225^	425	391	469	423	97^	416	233^	338^	262^	262^	251^	11v	11v
M-THSU	2.00A	30	CBS	37	B	0.9	10	78	1224	275^	217^	201^	80v	728	255^	417	380	434	402	79v	407	195^	301^	273^	286^	247^	11v	12v
	48	52	N	37	C	0.9	10	78	1224	275^	217^	201^	80v	728	255^	417	380	434	402	79v	407	195^	301^	273^	286^	247^	11v	12v
CBS NEWS NIGHTWATCH-2					A	0.9	12	80	1146	376^	264^	270^	108^	693	237^	406^	366^	458	400^	72v	408^	210^	331^	294^	298^	265^	<<	10v
M-THSU	2.30A	30	CBS	40	B	0.9	12	78	1226	309^	226^	209^	81v	730	257^	417	388	451	411	65v	410	190^	296^	275^	287^	250^	9v	13v
	61	61	N	40	C	0.9	12	78	1226	309^	226^	209^	81v	730	257^	417	388	451	411	65v	410	190^	296^	275^	287^	250^	9v	13v
CBS NEWS NIGHTWATCH-3					A	0.8	16	71	1087	346^	209^	229^	55v	710	150^	312^	279^	373^	352^	60v	348^	147^	253^	220^	224^	196^	<<	<<
M-THSU	3.00A	180	CBS	40	B	0.8	17	75	1143	322^	194^	224^	66v	716	196^	320^	298^	402	365	49v	344	138^	219^	210^	216^	181^	<<	8v
	100	81	N	40	C	0.8	17	75	1143	322^	194^	224^	66v	716	196^	320^	298^	402	365	49v	344	138^	219^	210^	216^	181^	<<	8v
3.00 - 3.30					A	1.0	15	87	1089	307^	206^	228^	74v	676	186^	357^	321^	413	374^	60v	370^	169^	293^	263^	274^	244^	<<	<<
3.30 - 4.00					A	0.8	15	73	1103	305^	204^	206^	74v	736	168^	332^	291^	381^	348^	44v	330^	147^	267^	239^	239^	223^	<<	<<
4.00 - 4.30					A	0.8	18	73	1101	363^	219^	239^	58v	714	149^	318^	275^	364^	349^	60v	354^	167^	278^	231^	232^	219^	<<	<<
4.30 - 5.00					A	0.8	18	71	1060	349^	212^	225^	44v	720	140^	311^	279^	370^	359^	68v	325^	151^	247^	206^	206^	179^	<<	<<
5.00 - 5.30					A	0.7	15	60	987	360^	203^	227^	29v	664	110v	255^	240^	347^	334^	61v	323^	119v	188^	154^	160^	134v	<<	<<
5.30 - 6.00					A	0.8	16	69	1053	370^	190^	225^	36v	679	115v	247^	223^	313^	301^	63v	342^	104v	198^	186^	188^	137^	<<	<<
CBS SUNDAY NEWS-OSGOOD					A	4.4	12	390	1405	280	239	222	59^	855	191	462	435	445	414	37v	509	73^	238	238	307	294	24v	<<
SUN	11.13P	15	CBS	8	B	3.6	9	316	1372	299	236	244	59^	820	178	393	381	426	385	47^	470	102	239	230	264	240	20v	9v
	108	57	N	8	C	3.6	9	316	1372	299	236	244	59^	820	178	393	381	426	385	47^	470	102	239	230	264	240	20v	9v
DAVID LETTERMAN I					A	4.2	21	369	1375	309	263	242	133	679	283	441	405	463	386	149	563	306	436	376	412	345	44^	35^
MON-FRI	12.30A	30	NBC	35	B	3.7	20	329	1385	283	245	213	125	683	299	454	405	451	390	148	587	322	462	413	444	368	39^	29^
	205	99	GV	35	C	3.7	20	329	1385	283	245	213	125	683	299	454	405	451	390	148	587	322	462	413	444	368	39^	29^
DAVID LETTERMAN II					A	3.7	23	324	1391	322	272	254	139	706	312	463	419	485	408	169	571	335	475	414	445	363	42^	35^
MON-FRI	1.00A	30	NBC	35	B	3.1	21	273	1355	287	247	210	133	674	316	460	408	455	387	157	580	347	475	425	455	370	35^	24v
	205	99	GV	35	C	3.1	21	273	1355	287	247	210	133	674	316	460	408	455	387	157	580	347	475	425	455	370	35^	24v
FRIDAY NIGHT VIDEOS					A	3.1	21	275	1298	350	320	269	172^	688	344	496	448	499	393	205^	460	329	415	354	369	306	114^	19v
FRI	1.30A	60	NBC	7	B	2.6	19	232	1429	279	246	202	165	639	357	480	416	451	374	218	579	404	503	436	453	367	105^	46^
	178	97	PC	7	C	2.6	19	232	1429	279	246	202	165	639	357	480	416	451	374	218	579	404	503	436	453	367	105^	46^
1.30 - 2.00					A	3.3	21	292	1336	334	289	268	159^	711	341	492	442	507	417	199^	477	325	428	356	371	323	119^	19v
2.00 - 2.30					A	2.8	21	248	1299	382	369	279	195^	685	361	519	471	507	379	220^	456	346	414	365	380	297	111^	20v
G MICHAELS SPORTS MACHINE					A	2.2	8	195	1444	360	288^	279^	94^	734	208^	454	454	505	436	111^	629	289^	400	311^	341	341	50v	25v
SUN	11.30P	15	NBC	9	B	1.8	7	159	1468	296	250	248	71^	580	188	382	373	417	374	227	762	360	539	475	536	413	52^	28v
	85	54	SC	9	C	1.8	7	159	1468	296	250	248	71^	580	188	382	373	417	374	227	762	360	539	475	536	413	52^	28v
LATE SHOW-FOX					A	2.0	6	175	1650	300	270	215	181^	704	391	547	490	524	437	200	624	416	535	440	468	396	80^	79^
MON-FRI	11.00P	60	FOX	55	B	1.7	5	152	1491	295	266	225	148^	653	337	485	437	477	413	182	610	366	500	420	448	384	73^	62^
	112	80	GV	55	C	1.7	5	152	1491	295	266	225	148^	653	337	485	437	477	413	182	610	366	500	420	448	384	73^	62^
11.00 - 11.30					A	2.1	6	190	1616	295	262	211	180	697	404	544	485	519	437	196	606	406	518	434	460	387	74^	82^
11.30 - 12.00					A	1.9	6	165	1653	300	274	215	177^	698	368	537	485	518	428	201^	632	418	543	438	468	397	85^	73^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																												
OLYMPIC DIARY-MON 1					A	3.4	21	301	1374	166^	109^	129^	54v	517	114^	190^	175^	268	229	90^	768	311	447	373	444	429	<<	<<
MON	1.19A	1	ABC	9	B	3.4	20	305	1392	224	189	178	63^	553	155	326	315	357	309	75^	745	274	479	439	509	480	19v	14v
	209	97	SC	9	C	3.4	20	305	1392	224	189	178	63^	553	155	326	315	357	309	75^	745	274	479	439	509	480	19v	14v
OLYMPIC DIARY-TUE 1					A	5.3	18	470	1305	330	214	255	45^	757	129^	332	322	409	384	58^	483	146	247	208	264	254	20v	11v
TUE	11.55P	1	ABC	8	B	4.7	17	412	1328	240	177	184	57^	697	164	313	294	354	326	65^	526	148	271	256	310	272	24^	17v
	212	98	SC	8	C	4.7	17	412	1328	240	177	184	57^	697	164	313	294	354	326	65^	526	148	271	256	310	272	24^	17v
OLYMPIC DIARY-WED 1					A	4.3	15	381	1307	209	141^	164^	13v	712	107^	307	294	337	337	<<.	523	89^	240	240	333	333	15v	<<
WED	11.55P	1	ABC	8	B	4.2	16	370	1333	241	184	189	59^	683	147	332	309	356	332	36^	556	138	283	268	341	325	12v	19v
	211	98	SC	8	C	4.2	16	370	1333	241	184	189	59^	683	147	332	309	356	332	36^	556	138	283	268	341	325	12v	19v
OLYMPIC DIARY-THU 1					A	4.3	15	381	1169	215	150^	151^	23v	595	142^	268	255	309	298	68^	536	150^	291	236	306	293	14v	<<
THU	11.55P	1	ABC	9	B	4.1	15	363	1376	254	185	184	52^	663	167	332	316	366	340	63^	630	194	350	324	384	358	19v	20v
	211	98	SC	9	C	4.1	15	363	1376	254	185	184	52^	663	167	332	316	366	340	63^	630	194	350	324	384	358	19v	20v
OLYMPIC DIARY-FRI 1					A	3.5	11	310	1273	213	117^	157^	56^	635	114^	209	193^	245	220	57^	544	73^	256	228	284	268	50v	15v
FRI	11.55P	1	ABC	9	B	4.2	13	376	1404	251	164	181	56^	707	167	329	312	385	351	52^	596	148	304	289	352	325	26^	21^
	203	97	SC	9	C	4.2	13	376	1404	251	164	181	56^	707	167	329	312	385	351	52^	596	148	304	289	352	325	26^	21^
SATURDAY NIGHT					A	7.4	23	656	1589	328	282	249	170	668	310	497	447	484	427	119	585	322	473	432	454	422	108	127
SAT	11.30P	77	NBC	5	B	8.3	26	737	1582	318	276	244	139	679	329	497	451	489	434	144	590	301	467	422	460	414	102	92
	200	99	GV	5	C	8.3	26	737	1582	318	276	244	139	679	329	497	451	489	434	144	590	301	467	422	460	414	102	92
	11.30 - 12.00				A	8.5	23	753	1643	325	278	246	158	719	315	505	461	507	450	107	614	302	470	433	466	434	94	116
	12.00 - 12.30				A	7.1	23	629	1567	332	283	252	181	639	310	494	439	472	414	130	568	334	472	430	448	411	120	133
	12.30 - 1.00				A	5.9	23	523	1521	331	293	254	180	612	302	488	433	459	400	128	554	352	491	438	443	423	116^	141
TONIGHT SHOW					A	6.3	22	562	1379	290	227	218	102	729	221	393	364	418	368	85	523	194	340	314	341	298	34^	36^
MON-FRI	11.30P	60	NBC	33	B	5.8	21	512	1384	275	222	212	92	735	235	417	386	437	393	84	534	201	352	330	365	320	30^	29^
	202	99	GV	33	C	5.8	21	512	1384	275	222	212	92	735	235	417	386	437	393	84	534	201	352	330	365	320	30^	29^
	11.30 - 12.00				A	6.8	21	606	1405	290	224	219	101	736	228	405	374	430	384	77	534	186	347	326	352	311	34^	37^
	12.00 - 12.30				A	5.8	23	514	1357	293	232	219	104	726	214	381	354	407	352	95	513	204	334	302	332	285	35^	34^
TOP OF THE POPS					A	2.2	7	195	1591	291^	262^	242^	139^	718	251^	443	412	494	461	98^	533	202^	361	325^	350	316^	59v	103^
FRI	11.30P	60	CBS	8	B	2.2	8	198	1479	300	252	257	130^	737	276	476	436	485	438	103^	500	237	380	351	380	320	43^	67^
	164	84	GV	8	C	2.2	8	198	1479	300	252	257	130^	737	276	476	436	485	438	103^	500	237	380	351	380	320	43^	67^
	11.30 - 12.00				A	2.6	8	230	1551	306	257^	223^	127^	731	219^	413	388	456	420	90^	530	194^	358	326	343	313	53v	86^
	12.00 - 12.30				A	1.9	7	168	1562	255^	254^	254^	147^	662	280^	461	422	519	492	105^	508	202^	347^	307^	342^	304^	63v	122^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.3	14	112	45v	244^	198^	668	226^	352	351	287^	246^	534	129^	287^	339	343	175^	<<	25v	14v	<<	<<
MON-FRI	6.15A	15	ABC	35	B	1.4	15	123	66^	260	228	621	172^	384	374	357	204^	512	157^	298	322	286	168^	13v	31v	13v	21v	13v
	137	82	N	35	C	1.4	15	123	66^	260	228	621	172^	384	374	357	204^	512	157^	298	322	286	168^	13v	31v	13v	21v	13v
ABC WORLD NEWS-MORN-645A					A	2.2	16	195	61^	287	226	666	223	384	367	302	227	484	126^	265	323	307	120^	28v	20v	35v	10v	32v
MON-FRI	6.45A	15	ABC	35	B	2.2	16	195	57^	270	219	615	159	393	402	352	177	480	136	248	271	277	171	31v	35^	23v	24v	29v
	182	92	N	35	C	2.2	16	195	57^	270	219	615	159	393	402	352	177	480	136	248	271	277	171	31v	35^	23v	24v	29v
BEFORE HOURS					A	0.7	9	58	51v	307^	296^	543^	131v	415^	396^	293^	125v	374^	164^	200^	173^	85v	154^	<<	66v	<<	17v	<<
MON-FRI	6.15A	15	NBC	35	B	0.7	9	59	63v	335^	302^	644	181^	408^	411^	324^	195^	383^	168^	216^	196^	107v	142^	23v	33v	<<	<<	<<
	143	84	N	35	C	0.7	9	59	63v	335^	302^	644	181^	408^	411^	324^	195^	383^	168^	216^	196^	107v	142^	23v	33v	<<	<<	<<
CBS MORNING NEWS- 6:30AM					A	1.3	12	115	12v	242^	106^	529	72v	189^	221^	340	273^	392	85^	167^	160^	199^	201^	10v	11v	45v	11v	9v
MON-FRI	6.30A	30	CBS	40	B	1.2	11	102	29v	290	142^	618	112^	249^	297	356	294	355	99^	156^	150^	194^	184^	16v	15v	41v	26v	43v
	147	88	N	40	C	1.2	11	102	29v	290	142^	618	112^	249^	297	356	294	355	99^	156^	150^	194^	184^	16v	15v	41v	26v	43v
CBS MORNING NEWS- 7:00AM					A	2.2	12	193	28v	174	129^	538	102^	190	224	262	292	428	110^	211	210	206	194	22v	21v	45^	18v	27v
MON-FRI	7.00A	30	CBS	40	B	2.1	12	182	34v	229	179	620	182	303	328	267	251	417	118^	206	205	217	188	26v	17v	43^	30v	51^
	200	98	N	40	C	2.1	12	182	34v	229	179	620	182	303	328	267	251	417	118^	206	205	217	188	26v	17v	43^	30v	51^
GOOD MORNING, AMERICA-730					A	4.7	22	420	67^	259	190	706	157	347	371	363	296	455	127	235	235	222	175	4v	6v	15v	22^	23^
MON-FRI	7.30A	30	ABC	35	B	4.6	22	406	59^	241	189	704	152	375	395	377	275	430	103	195	202	215	198	19^	6v	21^	20^	24^
	214	99	N	35	C	4.6	22	406	59^	241	189	704	152	375	395	377	275	430	103	195	202	215	198	19^	6v	21^	20^	24^
GOOD MORNING, AMERICA-830					A	4.6	21	411	77^	224	165	743	134	315	342	388	357	366	81^	159	156	178	174	12v	6v	26^	19v	22^
MON-FRI	8.30A	30	ABC	35	B	4.6	22	410	76	205	159	766	148	357	375	400	349	366	71	140	148	179	192	12v	5v	21^	22^	14v
	212	98	N	35	C	4.6	22	410	76	205	159	766	148	357	375	400	349	366	71	140	148	179	192	12v	5v	21^	22^	14v
MORNING PROGRAM					A	2.4	11	214	39v	205	151^	724	135^	279	307	338	381	386	106^	166	158	124^	207	14v	10v	18v	32v	23v
MON-FRI	7.30A	90	CBS	40	B	2.1	10	188	48^	212	154	752	187	307	333	326	379	371	102^	165	162	143	193	14v	9v	34v	36^	43^
	200	98	N	40	C	2.1	10	188	48^	212	154	752	187	307	333	326	379	371	102^	165	162	143	193	14v	9v	34v	36^	43^
7.30 - 8.00					A	2.1	10	190	41v	225	176^	672	127^	259	286	309	360	401	108^	191	189	156^	194	12v	19v	20v	24v	22v
8.00 - 8.30					A	2.4	11	216	46^	205	151^	734	142^	286	316	349	381	376	107^	162	150^	116^	202	18v	9v	21v	37v	26v
8.30 - 9.00					A	2.7	12	237	30v	190	130^	756	136^	289	316	350	399	383	103^	150	140^	106^	221	13v	3v	15v	34v	21v
NBC NEWS AT SUNRISE					A	1.9	21	170	67^	286	231	634	151^	376	408	356	195^	449	66^	178^	197^	238	221	15v	41v	21v	14v	26v
MON-FRI	6.00A	30	NBC	35	B	2.0	21	175	61^	334	279	651	167	398	429	361	198	472	106^	213	224	230	220	22v	49^	16v	13v	22v
	196	98	N	35	C	2.0	21	175	61^	334	279	651	167	398	429	361	198	472	106^	213	224	230	220	22v	49^	16v	13v	22v
TODAY SHOW-7.30AM					A	4.5	22	402	75^	225	178	709	156	355	368	362	315	453	93	202	201	231	230	17v	6v	17v	18v	26^
MON-FRI	7.30A	30	NBC	35	B	4.5	22	401	61^	224	165	683	150	339	361	351	297	481	116	229	222	220	233	17^	13v	22^	21^	24^
	205	99	N	35	C	4.5	22	401	61^	224	165	683	150	339	361	351	297	481	116	229	222	220	233	17^	13v	22^	21^	24^
TODAY SHOW-8.30AM					A	4.4	20	393	78^	175	142	722	143	330	338	368	364	383	88	171	163	176	196	9v	7v	10v	12v	4v
MON-FRI	8.30A	30	NBC	35	B	4.4	21	392	80	165	135	723	145	339	355	366	347	412	86	187	179	192	215	9v	8v	17^	16v	12v
	205	99	N	35	C	4.4	21	392	80	165	135	723	145	339	355	366	347	412	86	187	179	192	215	9v	8v	17^	16v	12v

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																												
ALL MY CHILDREN																												
MON-FRI	1.00P	60	ABC	35	A	8.1	26	718	148	257	225	137	848	369	564	440	488	354	236	308	86	10v	27^	20^	74	60	99	35^
	217	99	DD	35	B	7.6	27	676	149	241	215	144	863	375	565	435	487	348	246	260	82	14^	28^	23^	62	41	79	24^
					C	7.6	27	676	149	241	215	144	863	375	565	435	487	348	246	260	82	14^	28^	23^	62	41	79	24^
	1.00 - 1.30				A	7.8	25	688	146	256	227	134	841	362	557	436	483	356	237	316	88	7v	25^	18^	78	59	102	34^
	1.30 - 2.00				A	8.5	28	751	149	256	221	139	850	373	567	442	491	351	234	300	84	13^	28^	22^	70	60	95	35^
AMERICAN TREASURY																												
MWF	3.58P	1	CBS	24	A	4.8	15	422	67^	210	135	85	833	196	408	342	406	398	361	294	137	22v	28^	37^	26^	48^	22v	52^
	195	90	DO	24	B	4.3	14	382	74	166	110	115	863	229	408	321	373	364	403	262	130	21^	39^	37^	31^	43^	31^	43^
					C	4.3	14	382	74	166	110	115	863	229	408	321	373	364	403	262	130	21^	39^	37^	31^	43^	31^	43^
ANOTHER WORLD																												
MON-FRI	2.00P	60	NBC	33	A	5.0	17	439	71^	209	180	154	859	269	442	322	379	360	360	313	121	13v	61^	43^	41^	30^	41^	30^
	202	98	DD	33	B	4.6	17	407	80	216	183	131	870	265	483	373	436	401	324	286	113	20^	39^	37^	25^	31^	38^	18^
					C	4.6	17	407	80	216	183	131	870	265	483	373	436	401	324	286	113	20^	39^	37^	25^	31^	38^	18^
	2.00 - 2.30				A	5.0	17	441	72^	210	181	154	852	272	438	316	369	355	362	319	119	7v	49^	38^	42^	31^	43^	30^
	2.30 - 3.00				A	5.0	17	443	69^	206	176	153	855	263	442	325	384	361	354	303	123	18v	72^	47^	39^	29^	39^	29^
AS THE WORLD TURNS																												
MON-FRI	2.00P	60	CBS	40	A	6.5	22	578	72	181	113	101	888	195	414	331	404	442	401	277	115	26^	28^	33^	31^	50^	47^	34^
	208	99	DD	40	B	6.0	21	528	81	154	99	112	914	212	412	317	390	415	429	253	116	18^	22^	31^	33^	38^	45^	25^
					C	6.0	21	528	81	154	99	112	914	212	412	317	390	415	429	253	116	18^	22^	31^	33^	38^	45^	25^
	2.00 - 2.30				A	6.4	22	571	69	182	116	103	886	198	411	324	395	433	403	281	118	25^	25^	29^	28^	47^	43^	32^
	2.30 - 3.00				A	6.6	22	583	75	181	110	100	893	192	418	339	413	452	401	275	113	27^	31^	36^	33^	53^	51^	35^
BOLD AND THE BEAUTIFUL					A	5.5	18	486	66^	198	133	95	848	196	411	329	394	430	372	307	115	26^	18^	26^	34^	60^	47^	46^
MON-FRI	1.30P	30	CBS	40	B	4.8	17	423	83	189	131	103	889	219	418	326	392	411	404	271	114	16^	13v	21^	36^	42^	50^	28^
	200	94	DD	40	C	4.8	17	423	83	189	131	103	889	219	418	326	392	411	404	271	114	16^	13v	21^	36^	42^	50^	28^
CLASSIC CONCENTRATION					A	3.4	15	299	81^	123	97^	84^	817	229	376	308	365	299	384	322	144	17v	29^	24v	52^	71^	68^	55^
MON-FRI	10.30A	30	NBC	35	B	3.1	15	279	92	132	113	82^	830	225	394	325	371	321	390	319	159	21v	20v	21v	44^	56^	68^	32^
	140	74	QG	35	C	3.1	15	279	92	132	113	82^	830	225	394	325	371	321	390	319	159	21v	20v	21v	44^	56^	68^	32^
DAYS OF OUR LIVES					A	7.2	24	636	91	199	168	156	837	287	474	360	429	363	295	266	100	16^	74	56	33^	42^	38^	36^
MON-FRI	1.00P	60	NBC	35	B	6.5	23	578	93	191	157	155	847	296	492	372	441	375	286	280	113	22^	58	52	36^	36^	50	23^
	206	99	DD	35	C	6.5	23	578	93	191	157	155	847	296	492	372	441	375	286	280	113	22^	58	52	36^	36^	50	23^
	1.00 - 1.30				A	7.0	23	624	94	196	163	149	838	287	477	365	434	362	291	268	100	20^	62	53^	30^	42^	37^	35^
	1.30 - 2.00				A	7.4	24	652	88	201	171	162	831	285	468	354	421	362	296	263	99	13v	85	60	35^	42^	39^	37^
GENERAL HOSPITAL					A	8.1	26	716	141	279	237	162	886	363	557	424	465	349	288	267	87	24^	62	37^	48	46^	61	32^
MON-FRI	3.00P	60	ABC	35	B	7.8	27	695	129	244	207	168	879	370	550	417	460	329	286	229	83	24^	65	48	48	43	58	32^
	217	99	DD	35	C	7.8	27	695	129	244	207	168	879	370	550	417	460	329	286	229	83	24^	65	48	48	43	58	32^
	3.00 - 3.30				A	8.0	27	712	138	272	231	160	889	363	560	427	469	352	287	268	87	22^	57	34^	45^	43^	59	30^
	3.30 - 4.00				A	8.1	26	719	144	285	242	165	883	363	554	421	461	345	290	266	86	26^	67	40^	50	50	64	35^
GUIDING LIGHT					A	6.1	20	539	74	199	128	84	882	196	412	343	412	429	401	255	106	17^	24^	25^	25^	53^	35^	43^
MON-FRI	3.00P	60	CBS	40	B	5.6	19	496	83	169	110	112	889	224	415	325	383	397	416	252	120	12v	30^	27^	32^	44^	42^	34^
	207	99	DD	40	C	5.6	19	496	83	169	110	112	889	224	415	325	383	397	416	252	120	12v	30^	27^	32^	44^	42^	34^
	CONT'D																											

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PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV.9-15,1987

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																											
GUIDING LIGHT-CONT'D																											
3.00 - 3.30				A	6.0	20	535	78	194	122	84	893	196	416	348	417	439	407	253	104	16^	24^	26^	29^	51^	40^	39^
3.30 - 4.00				A	6.1	19	540	70	205	134	84	875	198	409	340	409	421	397	259	108	17^	25^	25^	22^	55^	29^	48^
LOVING																											
MON-FRI 12.30P	30	ABC	35	A	4.4	15	390	152	278	255	161	870	422	596	454	493	320	235	274	73^	8v	32^	26^	105	61^	124	42^
176	88	DD	35	B	4.2	16	373	151	239	216	153	856	390	584	446	480	336	239	228	65^	15v	30^	26^	80	44^	93	31^
				C	4.2	16	373	151	239	216	153	856	390	584	446	480	336	239	228	65^	15v	30^	26^	80	44^	93	31^
MR. BELVEDERE-M-F																											
MTTHF 11.30A	30	ABC	49	A	2.6	11	230	136^	253	235	147	685	331	497	374	411	284	151	327	62^	39^	62^	42^	94^	94^	106^	83^
139	70	CS	49	B	2.7	12	235	129	231	204	137	745	342	517	407	430	293	204	283	53^	30^	56^	38^	108	62^	126	45^
WED 11.48A	12			C	2.7	12	235	129	231	204	137	745	342	517	407	430	293	204	283	53^	30^	56^	38^	108	62^	126	45^
NBC NEWS DIGEST-DAYTIME																											
MWF 2.57P	1	NBC	21	A	4.7	16	416	47^	202	172	158	805	248	439	335	386	352	315	322	113	28^	111	72^	43^	32^	29^	46^
192	96	N	21	B	4.5	16	396	68	210	182	132	813	228	443	348	411	385	307	311	114	26^	66	57^	25^	30^	32^	23^
				C	4.5	16	396	68	210	182	132	813	228	443	348	411	385	307	311	114	26^	66	57^	25^	30^	32^	23^
NEW CARD SHARKS																											
MON-FRI 10.30A	30	CBS	40	A	3.4	15	305	75^	147	96^	76^	757	204	361	297	376	349	317	458	259	45^	19v	35^	86^	66^	102^	49^
163	78	QP	40	B	3.2	15	281	85^	129	93	64^	698	195	328	272	343	324	298	444	255	18v	15v	17v	68^	57^	85^	40^
				C	3.2	15	281	85^	129	93	64^	698	195	328	272	343	324	298	444	255	18v	15v	17v	68^	57^	85^	40^
NEWSBREAK-11.57																											
MON-FRI 11.57A	2	CBS	39	A	5.4	21	478	63^	181	131	66^	789	192	337	278	331	316	399	436	229	21^	22^	19^	68^	55^	81	42^
180	85	N	39	B	5.0	22	445	60	167	124	71	766	185	328	263	314	305	387	403	209	14v	12v	13v	46^	52^	67	31^
				C	5.0	22	445	60	167	124	71	766	185	328	263	314	305	387	403	209	14v	12v	13v	46^	52^	67	31^
NEWSBREAK-3.44																											
MON&THU 3.41P	1	CBS	40	A	5.2	16	457	60^	190	137	75	851	181	368	302	369	394	416	256	95	24^	19v	20^	20^	52^	27^	45^
194	93	N	40	B	4.9	17	432	70	164	113	98	872	211	378	296	354	382	435	247	118	15v	29^	22^	29^	42^	36^	35^
TUE 3.38P	1			C	4.9	17	432	70	164	113	98	872	211	378	296	354	382	435	247	118	15v	29^	22^	29^	42^	36^	35^
WED&FRI 3.43P	1																										
ONE LIFE TO LIVE																											
MON-FRI 2.00P	60	ABC	35	A	8.0	27	707	151	243	208	148	855	361	553	425	468	354	259	278	100	19^	37^	29^	54	58	77	35^
216	99	DD	35	B	7.7	28	683	144	232	204	156	882	381	572	434	479	350	265	230	91	15^	33^	26^	51	45	68	28^
				C	7.7	28	683	144	232	204	156	882	381	572	434	479	350	265	230	91	15^	33^	26^	51	45	68	28^
2.00 - 2.30				A	8.0	27	707	151	246	211	149	850	365	558	429	471	351	250	287	101	17^	33^	31^	58	57	81	34^
2.30 - 3.00				A	8.0	27	705	152	240	205	148	862	359	551	422	466	357	268	269	99	21^	41^	28^	49	59	72	35^
PRICE IS RIGHT 1																											
MON-FRI 11.00A	30	CBS	39	A	5.4	23	477	51^	142	88	75	749	172	309	247	298	301	389	476	248	24^	19^	25^	85	79	90	74
208	97	AP	39	B	5.0	23	445	72	149	96	80	739	190	317	244	290	291	375	422	227	14v	13v	14v	61	60	79	42^
				C	5.0	23	445	72	149	96	80	739	190	317	244	290	291	375	422	227	14v	13v	14v	61	60	79	42^
PRICE IS RIGHT 2																											
MTTHF 11.30A	30	CBS	40	A	6.7	28	591	50^	164	111	63	774	162	303	248	302	311	416	457	251	16^	19^	19^	70	62	79	52^
208	97	AP	40	B	6.3	28	554	61	158	109	77	744	182	310	240	289	292	385	432	236	14^	12^	15^	54	53	73	34^
WED 11.30A	1			C	6.3	28	554	61	158	109	77	744	182	310	240	289	292	385	432	236	14^	12^	15^	54	53	73	34^
& 11.47A	13																										

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PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																											
RYAN'S HOPE				A	3.3	12	291	151	280	262	129	828	410	605	500	546	322	178	342	50^	15v	43^	33^	107^	50^	107^	49^
MON-FRI 12.00N	30	ABC	35	B	3.0	12	266	143	257	239	126	853	417	613	503	547	334	195	243	50^	27^	35^	33^	88^	43^	98	33^
167	81	DD	35	C	3.0	12	266	143	257	239	126	853	417	613	503	547	334	195	243	50^	27^	35^	33^	88^	43^	98	33^
SALE OF THE CENTURY				A	3.1	13	271	73^	105^	86^	67^	777	191	345	295	317	266	411	371	198	15v	25v	32^	47^	56^	58^	45^
MON-FRI 10.00A	30	NBC	35	B	2.8	13	245	77^	128	110	60^	800	171	351	302	329	299	422	400	205	12v	19v	17v	44^	49^	64^	28^
142	72	QG	35	C	2.8	13	245	77^	128	110	60^	800	171	351	302	329	299	422	400	205	12v	19v	17v	44^	49^	64^	28^
SANTA BARBARA				A	5.1	17	452	94	202	165	171	806	268	479	360	436	384	251	295	106	30^	106	69^	38^	43^	41^	40^
MON-FRI 3.00P	60	NBC	33	B	4.7	16	418	99	214	176	162	831	271	502	387	462	399	254	271	102	31^	99	72	26^	42^	46^	22^
198	98	DD	33	C	4.7	16	418	99	214	176	162	831	271	502	387	462	399	254	271	102	31^	99	72	26^	42^	46^	22^
3.00 - 3.30				A	5.0	17	445	92	201	169	173	810	266	481	358	430	386	256	296	107	31^	105	66^	40^	40^	42^	39^
3.30 - 4.00				A	5.2	16	461	95	202	161	169	800	269	475	360	441	381	244	293	104	29^	106	71^	35^	46^	39^	41^
SCRABBLE				A	4.2	14	372	75^	129	102	53^	749	152	297	257	288	298	421	353	194	20v	20v	27^	44^	62^	57^	49^
MON-FRI 12.30P	30	NBC	48	B	3.6	14	323	79	131	110	73^	801	185	336	274	309	293	429	358	189	24^	17v	25^	37^	45^	53^	29^
153	82	QG	48	C	3.6	14	323	79	131	110	73^	801	185	336	274	309	293	429	358	189	24^	17v	25^	37^	45^	53^	29^
SUPER PASSWORD				A	3.4	13	305	58^	118	93^	61^	810	140	284	235	283	327	479	341	220	31^	20v	24v	30^	72^	59^	43^
MON-FRI 12.00N	30	NBC	35	B	3.0	12	263	92^	103	82^	83^	790	181	311	242	290	282	430	356	192	22v	21v	23v	41^	57^	66^	33^
153	72	QG	35	C	3.0	12	263	92^	103	82^	83^	790	181	311	242	290	282	430	356	192	22v	21v	23v	41^	57^	66^	33^
$25,000 PYRAMID				A	3.6	16	319	81^	172	106	67^	774	185	356	296	393	381	321	370	222	28^	10v	19v	71^	59^	82^	47^
MON-FRI 10.00A	30	CBS	40	B	3.3	15	289	80^	126	72^	64^	726	191	310	251	342	333	325	389	227	12v	10v	11v	60^	46^	70^	36^
172	83	QP	40	C	3.3	15	289	80^	126	72^	64^	726	191	310	251	342	333	325	389	227	12v	10v	11v	60^	46^	70^	36^
WHEEL OF FORTUNE				A	5.4	22	478	69^	148	88	58^	799	152	277	235	306	313	450	400	200	12v	18v	21^	36^	63^	61^	37^
MON-FRI 11.00A	30	NBC	35	B	5.1	23	451	77	144	98	64	821	175	310	260	320	307	451	370	196	16^	18^	21^	34^	47^	58	24^
206	99	QG	35	C	5.1	23	451	77	144	98	64	821	175	310	260	320	307	451	370	196	16^	18^	21^	34^	47^	58	24^
WHO'S THE BOSS? M-F				A	3.4	15	305	122	241	222	124	682	321	481	376	414	277	163	290	46^	43^	57^	41^	125	99^	134	90^
MON-FRI 11.00A	30	ABC	35	B	3.3	16	296	128	240	218	120	732	324	519	418	441	307	190	276	52^	37^	52^	41^	106	70^	133	43^
158	83	CS	35	C	3.3	16	296	128	240	218	120	732	324	519	418	441	307	190	276	52^	37^	52^	41^	106	70^	133	43^
WIN, LOSE OR DRAW				A	3.8	16	339	126	127	95^	76^	797	225	365	310	390	340	351	330	135	26^	22v	30^	50^	71^	78^	43^
MTTHF 11.30A	30	NBC	48	B	3.5	16	309	115	149	124	91	819	232	414	336	394	340	348	302	129	19v	24^	27^	44^	62^	75^	32^
186	88	QG	48	C	3.5	16	309	115	149	124	91	819	232	414	336	394	340	348	302	129	19v	24^	27^	44^	62^	75^	32^
WED 11.47A	13																										
YOUNG AND THE RESTLESS				A	8.6	30	762	89	210	166	120	843	246	439	335	386	364	353	313	127	27^	28^	31^	39^	63	64	38^
MON-FRI 12.30P	60	CBS	40	B	7.5	29	666	94	191	148	118	862	261	441	336	390	360	367	273	127	17^	19^	24^	35^	48	60	24^
210	99	DD	40	C	7.5	29	666	94	191	148	118	862	261	441	336	390	360	367	273	127	17^	19^	24^	35^	48	60	24^
12.30 - 1.00				A	8.5	30	750	92	204	161	115	836	239	430	327	379	366	354	329	136	30^	24^	29^	39^	61	64	36^
1.00 - 1.30				A	8.7	29	774	86	216	172	125	850	252	448	342	392	362	352	297	118	25^	32^	33^	39^	65	65	40^

A—CURRENT REPORT B—QUARTER AVERAGE C—SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																												
ABC WEEKEND SPECIALS(B,R)					A	1.3	5	115	1323	134v	314^	229^	125v	449^	139v	91v	48v	93v	46v	420^	239^	181^	129v	291^	180^	111v	136v	155^
SAT	1.00P	30	ABC																									
	116	64	CA																									
ZACK & THE MAGIC FACTORY, PT 2																												
ALF-SAT MORN					A	6.1	22	540	1653	151	363	304	95^	236	264	111^	153	164	100^	790	391	400	284	506	259	247	279	228
SAT	10.00A	30	NBC	1	B	6.1	22	540	1653	151	363	304	95^	236	264	111^	153	164	100^	790	391	400	284	506	259	247	279	228
	208	99	CA	1	C	6.1	22	540	1653	151	363	304	95^	236	264	111^	153	164	100^	790	391	400	284	506	259	247	279	228
ALL NEW POUND PUPPIES					A	3.2	13	284	1515	119^	320	265	74^	186^	240	120^	120^	175^	65^	770	308	461	272	498	239	258	254	244
SAT	9.30A	30	ABC	8	B	3.8	15	340	1443	76^	291	255	63^	172	188	91	97	135	53^	792	378	414	320	472	243	229	230	242
	211	99	CA	8	C	3.8	15	340	1443	76^	291	255	63^	172	188	91	97	135	53^	792	378	414	320	472	243	229	230	242
ALVIN AND THE CHIPMUNKS					A	6.7	24	594	1607	148	283	213	110	195	311	116	195	177	134	818	368	450	332	486	229	257	296	190
SAT	10.30A	30	NBC	10	B	6.2	22	545	1508	145	343	292	87	204	232	92	140	147	85	729	339	390	333	396	189	206	223	172
	205	98	CA	10	C	6.2	22	545	1508	145	343	292	87	204	232	92	140	147	85	729	339	390	333	396	189	206	223	172
ANIMAL CRACK-UPS					A	2.9	11	257	1331	177^	434	290	99^	290	201^	59v	142^	114^	87^	407	287	119^	147^	260	198^	62v	82^	177^
SAT	12.00N	30	ABC	5	B	3.1	11	276	1428	153	397	288	124	346	246	109^	136	136	110^	440	237	202	169	271	163	107^	118^	152
	163	79	CL	5	C	3.1	11	276	1428	153	397	288	124	346	246	109^	136	136	110^	440	237	202	169	271	163	107^	118^	152
BUGS BUNNY & TWEETY SHOW					A	3.5	13	310	1471	185^	412	300	120^	312	305	109^	195^	188^	117^	441	255	187^	198^	243	134^	109^	120^	123^
SAT	11.30A	30	ABC	7	B	3.7	14	329	1474	117	395	307	121	305	209	115	94^	125	85^	565	281	283	251	314	164	150	175	139
	188	89	CA	7	C	3.7	14	329	1474	117	395	307	121	305	209	115	94^	125	85^	565	281	283	251	314	164	150	175	139
CARE BEAR FAMILY					A	2.3	14	204	1445	66v	399	348	63v	154^	48v	25v	24v	21v	28v	843	319	524	329	515	209^	306^	260^	254^
SAT	8.00A	30	ABC	8	B	2.2	15	194	1295	94^	275	232	51^	202	116^	44^	72^	71^	45^	703	306	396	244	459	212	247	249	209
	202	98	CA	8	C	2.2	15	194	1295	94^	275	232	51^	202	116^	44^	72^	71^	45^	703	306	396	244	459	212	247	249	209
CBS STORYBREAK					A	3.3	12	292	1611	139^	331	288	103^	252	219	90^	130^	117^	102^	809	413	397	327	482	225	257	219	263
SAT	12.00N	30	CBS	9	B	3.0	11	269	1462	169	372	291	80^	245	244	93^	151	161	83^	601	327	274	248	353	205	148	174	180
	169	84	CL	9	C	3.0	11	269	1462	169	372	291	80^	245	244	93^	151	161	83^	601	327	274	248	353	205	148	174	180
SHY STEGOSAURUS OF CRICKET CREEK																												
FLINTSTONE KIDS					A	3.8	14	337	1512	151^	364	324	121^	179^	346	192	154^	208	138^	623	306	317	240	384	175^	208	150^	233
SAT	11.00A	30	ABC	7	B	3.6	13	316	1538	133	391	339	111	237	255	127	128	160	95^	656	324	332	290	366	177	189	176	190
	200	93	CA	7	C	3.6	13	316	1538	133	391	339	111	237	255	127	128	160	95^	656	324	332	290	366	177	189	176	190
FOOFUR					A	3.7	13	328	1557	232	387	346	93^	281	301	117^	184^	198	102^	589	303	286	308	282	111^	170^	169^	113^
SAT	12.00N	30	NBC	10	B	3.3	12	289	1454	170	374	313	99	233	250	100	150	147	103	598	315	282	250	348	174	174	173	175
	147	80	CA	10	C	3.3	12	289	1454	170	374	313	99	233	250	100	150	147	103	598	315	282	250	348	174	174	173	175
FRAGGLE ROCK					A	5.6	20	496	1586	144	327	254	99^	207	259	61^	198	153	106^	794	409	385	340	454	256	198	282	172
SAT	11.00A	30	NBC	1	B	5.6	20	496	1586	144	327	254	99^	207	259	61^	198	153	106^	794	409	385	340	454	256	198	282	172
	201	98	CA	1	C	5.6	20	496	1586	144	327	254	99^	207	259	61^	198	153	106^	794	409	385	340	454	256	198	282	172
GUMMI BEARS					A	3.4	21	301	1507	63^	336	258	69^	233	144^	107^	36v	95^	49v	795	460	335	329	466	270	196^	235	230
SAT	8.00A	30	NBC	10	B	3.1	21	273	1344	55^	296	245	54^	199	153	96^	57^	98^	56^	696	374	322	274	422	236	185	218	203
	CONT'D																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
GUMMI BEARS-CONT'D	200	98	CA	10	C	3.1	21	273	1344	55^	296	245	54^	199	153	96^	57^	98^	56^	696	374	322	274	422	236	185	218	203
HELLO KITTY					A	2.1	13	186	1351	28v	265^	152^	50v	217^	85v	24v	61v	47v	38v	784	427	357	298^	486	292^	194^	357	129^
SAT	8.00A	30	CBS	9	B	2.1	14	182	1270	36v	269	179	33v	190	87^	58^	29v	57^	29v	724	352	372	240	484	238	246	287	197
	201	96	CA	9	C	2.1	14	182	1270	36v	269	179	33v	190	87^	58^	29v	57^	29v	724	352	372	240	484	238	246	287	197
I'M TELLING					A	3.0	11	266	1410	150^	325	234^	125^	188^	287	110^	176^	173^	113^	610	309	302	264	346	161^	185^	164^	182^
SAT	12.30P	30	NBC	10	B	2.6	9	229	1389	143	363	285	113^	229	244	91^	153	151	93^	552	288	264	196	356	188	168	163	193
	121	67	CA	10	C	2.6	9	229	1389	143	363	285	113^	229	244	91^	153	151	93^	552	288	264	196	356	188	168	163	193
KIDD VIDEO					A	2.5	9	222	1578	141^	379	358	149^	263^	222^	118^	104^	74v	148^	713	404	310	259^	454	269^	185^	226^	229^
SAT	12.30P	30	CBS	9	B	2.5	9	218	1509	187	404	303	108^	242	278	105^	173	156	122^	585	316	270	242	343	199	144	181	162
	141	67	CA	9	C	2.5	9	218	1509	187	404	303	108^	242	278	105^	173	156	122^	585	316	270	242	343	199	144	181	162
LITTLE CLOWNS-HAPPYTOWN					A	2.2	11	195	1767	101^	359	298^	63v	221^	182^	85^	97^	108^	74v	1005	447	558	423	582	309^	273^	265^	317^
SAT	8.30A	30	ABC	8	B	2.7	14	239	1428	88^	288	241	55^	182	144	60^	83^	89^	54^	814	354	460	319	495	246	249	270	225
	206	99	CA	8	C	2.7	14	239	1428	88^	288	241	55^	182	144	60^	83^	89^	54^	814	354	460	319	495	246	249	270	225
LITTLE WIZARDS					A	3.7	13	328	1401	129^	366	306	80^	229	170^	89^	80^	95^	75^	636	299	337	246	390	222	168^	139^	251
SAT	10.00A	30	ABC	7	B	4.2	15	371	1441	100	329	288	92	209	229	118	111	146	82^	674	345	330	301	374	211	163	171	202
	206	98	CA	7	C	4.2	15	371	1441	100	329	288	92	209	229	118	111	146	82^	674	345	330	301	374	211	163	171	202
MIGHTY MOUSE					A	5.2	19	461	1608	136^	357	318	57^	171	186	76^	109^	111^	75^	894	486	408	454	441	235	206	304	137^
SAT	10.30A	30	CBS	9	B	4.2	15	371	1497	75^	294	233	64^	226	144	72^	72^	95	49^	833	488	345	370	463	276	186	281	182
	196	96	CA	9	C	4.2	15	371	1497	75^	294	233	64^	226	144	72^	72^	95	49^	833	488	345	370	463	276	186	281	182
MUPPET BABIES I					A	3.4	16	301	1299	78^	220	143^	28v	139^	80^	8v	73^	56^	24v	859	394	465	361	498	225	272	327	171^
SAT	8.30A	30	CBS	9	B	3.7	19	328	1407	40^	259	193	28^	184	98	56^	42^	75^	23^	866	448	418	329	537	282	255	320	217
	206	98	CA	9	C	3.7	19	328	1407	40^	259	193	28^	184	98	56^	42^	75^	23^	866	448	418	329	537	282	255	320	217
MUPPET BABIES II					A	4.6	19	408	1371	59^	241	162	37v	99^	98^	25v	73^	74^	24v	933	470	463	430	503	264	239	338	165
SAT	9.00A	30	CBS	9	B	4.5	19	400	1459	36^	254	196	39^	182	106	64^	43^	86	21^	917	464	453	372	545	276	269	311	234
	206	98	CA	9	C	4.5	19	400	1459	36^	254	196	39^	182	106	64^	43^	86	21^	917	464	453	372	545	276	269	311	234
MUPPET BABIES III					A	4.4	17	390	1574	92^	273	218	25v	123^	105^	37v	68^	69^	36v	1073	595	478	488	585	328	257	368	217
SAT	9.30A	30	CBS	9	B	4.7	18	416	1517	51^	264	217	40^	197	117	62^	56^	89	29^	939	505	434	394	545	293	252	314	231
	204	98	CA	9	C	4.7	18	416	1517	51^	264	217	40^	197	117	62^	56^	89	29^	939	505	434	394	545	293	252	314	231
MY PET MONSTER					A	2.9	12	257	1614	87^	244^	202^	85^	170^	243^	158^	85^	148^	95^	957	438	519	336	621	342	280	253	368
SAT	9.00A	30	ABC	8	B	3.6	15	316	1436	71^	249	214	62^	171	188	101	87^	125	63^	828	415	412	320	507	283	224	240	268
	209	99	CA	8	C	3.6	15	316	1436	71^	249	214	62^	171	188	101	87^	125	63^	828	415	412	320	507	283	224	240	268
NEW ARCHIES					A	4.5	16	399	1516	128^	276	205	110^	217	313	103^	210	206	107^	710	373	337	317	393	222	171	184	209
SAT	11.30A	30	NBC	10	B	4.7	17	416	1479	178	339	289	107	203	283	110	172	158	125	654	332	322	277	377	207	170	184	193
	182	90	CA	10	C	4.7	17	416	1479	178	339	289	107	203	283	110	172	158	125	654	332	322	277	377	207	170	184	193
PEE WEE'S PLAYHOUSE					A	6.8	25	602	1583	136	276	231	42^	172	202	53^	150	112	90^	933	542	391	436	497	271	226	316	181
SAT	10.00A	30	CBS	9	B	6.0	22	528	1525	78	286	239	54	229	146	59	87	97	49^	864	471	393	371	493	266	227	287	206
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV.9–15,1987

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
PEE WEE'S PLAYHOUSE-CONT'D	207	99	CL	9	C	6.0	22	528	1525	78	286	239	54	229	146	59	87	97	49^	864	471	393	371	493	266	227	287	206
POPEYE & SON SAT	11.00A	30	CBS	9	A	5.0	18	443	1662	138^	377	306	82^	229	298	99^	199	189	108^	758	445	312	325	432	257	175	289	144
	190	92	CA	9	B	3.9	14	346	1547	95	333	264	73^	245	189	91	98	120	69^	780	454	326	333	447	259	188	252	195
					C	3.9	14	346	1547	95	333	264	73^	245	189	91	98	120	69^	780	454	326	333	447	259	188	252	195
REAL GHOSTBUSTERS SAT	10.30A	30	ABC	6	A	4.5	16	399	1518	140^	389	350	150^	222	408	207	200	267	141^	501	276	224	192	309	183	126^	116^	193
	207	98	CA	6	B	4.7	17	418	1519	137	371	329	122	242	287	150	137	182	106	618	341	277	265	353	213	140	156	197
					C	4.7	17	418	1519	137	371	329	122	242	287	150	137	182	106	618	341	277	265	353	213	140	156	197
SMURFS I SAT	8.30A	30	NBC	10	A	5.3	26	470	1423	56^	302	251	69^	215	152	108^	44^	119^	32v	755	429	326	326	428	241	188	245	183
	206	99	CA	10	B	4.5	23	396	1383	76	304	255	56^	201	180	98	83	119	61^	698	364	335	284	415	221	194	216	199
					C	4.5	23	396	1383	76	304	255	56^	201	180	98	83	119	61^	698	364	335	284	415	221	194	216	199
SMURFS II SAT	9.00A	30	NBC	10	A	6.4	27	567	1410	102^	328	273	95^	228	177	94^	83^	103^	74^	678	406	272	309	369	219	150	203	166
	206	99	CA	10	B	5.6	24	497	1382	100	318	263	75	221	186	87	99	120	66	657	352	305	288	369	205	164	204	165
					C	5.6	24	497	1382	100	318	263	75	221	186	87	99	120	66	657	352	305	288	369	205	164	204	165
SMURFS III SAT	9.30A	30	NBC	10	A	7.1	28	629	1488	118	335	294	81^	243	185	78^	107	103	82^	726	416	310	308	418	237	181	207	211
					B	6.1	24	543	1408	118	336	285	80	228	196	94	102	123	73	649	338	311	283	366	195	170	195	170
	206	99	CA	10	C	6.1	24	543	1408	118	336	285	80	228	196	94	102	123	73	649	338	311	283	366	195	170	195	170
TEEN WOLF SAT	11.30A	30	CBS	8	A	3.9	14	346	1635	153^	432	369	69^	224	324	91^	233	214	111^	654	359	295	285	369	205	164^	200	169^
	181	88	CA	8	B	3.6	13	316	1524	146	375	306	75^	229	239	104	135	155	84^	681	381	300	285	396	232	164	216	180
				8	C	3.6	13	316	1524	146	375	306	75^	229	239	104	135	155	84^	681	381	300	285	396	232	164	216	180

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK. ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																												
ABC COLLEGE FOOTBALL-PRE					A	1.3	4	115	1349	176^	561	305^	478^	301^	589	122v	318^	503^	489^	402^	428^	381^	406^	253^	61v	146^	56v	52v
SAT	3.00P	23	ABC	9	B	2.0	6	178	1376	185	463	232	439	220	608	115^	268	397	556	345	394	282	331	244	163	136^	66^	169
	148	74	SC	9	C	2.0	6	178	1376	185	463	232	439	220	608	115^	268	397	556	345	394	282	331	244	163	136^	66^	169
ABC COLLEGE FOOTBALL-GAME					A	5.7	15	505	1254	136	373	189	345	169	734	70^	252	412	709	387	481	342	436	345	228	81^	66^	66^
SAT	3.23P	200	ABC	9	B	5.0	14	443	1378	177	454	222	432	205	746	79	233	401	719	374	442	321	389	351	277	98	70	80
	210	98	SE	9	C	5.0	14	443	1378	177	454	222	432	205	746	79	233	401	719	374	442	321	389	351	277	98	70	80
INDIANA VS MICH ST/WASH VS UCLA																												
3.00 - 3.30					A	2.7	9	239	1211	105^	379	211^	320	193^	709	80^	300	435	667	393	526	356	488	341	141^	97^	51v	26v
3.30 - 4.00					A	3.7	12	328	1278	145^	382	201	325	180^	756	81^	310	458	714	416	516	377	477	340	198	86^	59^	54^
4.00 - 4.30					A	5.7	17	505	1262	148	364	181	329	151	745	85^	277	429	719	402	494	344	436	330	225	93^	64^	59^
4.30 - 5.00					A	6.3	18	558	1260	115	326	151	303	139	752	56^	233	401	741	390	485	345	441	353	255	85^	70^	97^
5.00 - 5.30					A	5.8	16	514	1180	128	339	156	310	140	673	44^	200	359	660	346	434	315	404	341	225	92^	72^	76^
5.30 - 6.00					A	6.6	16	585	1208	122	357	193	333	163	706	48^	214	389	685	367	463	341	436	357	222	77^	70^	69^
6.00 - 6.30					A	6.5	14	576	1305	149	441	230	427	215	757	97^	277	435	724	401	494	338	431	343	229	61^	58^	46^
6.30 - 7.00					A	6.3	13	558	1373	182	443	236	426	224	799	100^	297	453	762	415	511	353	448	356	252	74^	72^	57^
ABC COLLEGE FOOTBALL-POST					A	5.9	12	523	1430	204	483	252	464	231	798	70^	304	474	770	446	534	404	492	350	236	87^	81^	63^
SAT	6.43P	17	ABC	5	B	5.3	12	466	1472	199	515	245	497	231	772	100	259	428	740	396	452	328	384	359	288	100	72	84
	210	98	SC	5	C	5.3	12	466	1472	199	515	245	497	231	772	100	259	428	740	396	452	328	384	359	288	100	72	84
CBS COLLEGE FOOTBALL PRE					A	4.3	14	381	1361	146^	422	215	390	188	694	106^	244	391	665	362	399	284	321	283	266	137^	94^	110^
SAT	2.30P	15	CBS	9	B	3.5	12	311	1300	171	423	228	399	191	602	88^	234	355	577	329	372	266	309	245	205	123	77^	153
	208	99	SC	9	C	3.5	12	311	1300	171	423	228	399	191	602	88^	234	355	577	329	372	266	309	245	205	123	77^	153
CBS COLLEGE FOOTBALL GAME					A	6.4	19	567	1383	123	411	166	388	136	802	69^	238	405	789	392	460	336	403	364	330	68^	45^	101^
SAT	2.45P	185	CBS	9	B	5.2	15	459	1382	143	421	198	405	182	761	78	243	407	735	382	445	330	392	354	291	113	84	87
	208	99	SE	9	C	5.2	15	459	1382	143	421	198	405	182	761	78	243	407	735	382	445	330	392	354	291	113	84	87
ALABAMA VS NOTRE DAME																												
2.30 - 3.00					A	5.4	18	478	1333	128^	384	175	345	138	740	97^	257	402	713	376	418	306	347	279	296	128^	90^	82^
3.00 - 3.30					A	6.4	21	567	1298	110^	367	155	343	131	756	92^	272	404	726	374	418	312	356	275	307	97^	53^	79^
3.30 - 4.00					A	6.6	21	585	1355	125	380	160	367	133	834	78^	262	405	811	381	458	327	403	359	353	68^	32^	72^
4.00 - 4.30					A	6.1	18	540	1353	117^	421	156	403	117^	782	64^	235	374	773	365	438	310	384	344	335	57^	41^	93^
4.30 - 5.00					A	6.3	18	558	1384	117	422	167	398	138	767	51^	212	387	764	384	450	336	402	375	314	61^	40^	135
5.00 - 5.30					A	7.0	19	620	1426	129	420	169	396	140	837	55^	211	428	837	428	504	373	449	441	333	49^	40^	120
5.30 - 6.00					A	6.8	17	602	1492	141	479	188	448	158	847	56^	214	421	847	421	501	365	445	425	346	47^	44^	119
CBS COLLEGE FOOTBALL POST					A	6.6	15	585	1502	171	564	188	552	185	784	58^	196	338	783	337	413	280	355	363	370	70^	61^	85^
SAT	5.50P	10	CBS	3	B	4.3	11	385	1439	140	492	187	488	196	790	78^	224	421	771	402	468	343	409	391	303	78^	60^	80^
	208	99	SC	3	C	4.3	11	385	1439	140	492	187	488	196	790	78^	224	421	771	402	468	343	409	391	303	78^	60^	80^
CBS NFL TODAY					A	6.1	20	540	1328	198	482	247	463	218	714	101^	213	402	713	400	450	301	352	320	262	62^	41^	69^
SUN	12.30P	30	CBS	10	B	5.7	19	504	1390	188	460	247	448	247	741	97	297	483	715	457	510	386	439	326	205	79	64	110
CONT'D																												

A—CURRENT REPORT B—QUARTER AVERAGE C—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

NOV. 9-15, 1987

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
CBS NFL TODAY-CONT'D 201 98 SC	10	C	5.7	19	504	1390	188	460	247	448	247	741	97	297	483	715	457	510	386	439	326	205	79	64	110
CBS NFL FOOTBALL GAME 1 SUN 1.00P 191 CBS		A	15.0	39	1329	1478	181	482	252	467	238	842	91	278	479	817	455	535	389	469	410	282	86	65	68
210 99 SE	9	B	13.6	36	1207	1564	204	499	282	483	261	864	98	324	538	831	505	576	440	511	405	255	97	72	105
	9	C	13.6	36	1207	1564	204	499	282	483	261	864	98	324	538	831	505	576	440	511	405	255	97	72	105
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30		A	12.7	38	1125	1451	177	450	233	428	212	809	80	265	466	798	455	515	386	447	389	283	105	86	88
1.30 - 2.00		A	14.3	39	1267	1460	162	450	239	429	223	839	83	263	477	816	454	531	394	471	430	285	99	78	73
2.00 - 2.30		A	14.9	39	1320	1455	153	458	242	441	218	848	90	279	479	821	451	534	388	471	416	287	90	72	59
2.30 - 3.00		A	14.7	38	1302	1525	186	503	261	492	252	855	99	293	492	824	461	544	394	477	406	280	87	62	80
3.00 - 3.30		A	15.8	40	1400	1552	192	517	272	505	257	880	103	300	506	850	476	566	403	494	418	284	84	61	71
3.30 - 4.00		A	16.6	41	1471	1492	209	515	265	505	256	858	98	290	490	832	465	557	392	484	420	275	68	49	52
4.00 - 4.30		A	12.0	28	1063	1477	219	514	281	503	278	836	74	257	466	821	451	534	392	475	411	287	77	52^	50^
CBS NFL FOOTBALL GAME 2 SUN 4.23P 172 CBS		A	15.7	31	1391	1561	201	505	256	490	255	877	84	275	520	842	485	572	436	523	449	270	82	57	97
203 90 SE	5	B	11.4	24	1010	1592	215	518	257	503	269	866	70	274	510	840	484	566	440	522	442	274	105	79	103
	5	C	11.4	24	1010	1592	215	518	257	503	269	866	70	274	510	840	484	566	440	522	442	274	105	79	103
VARIOUS TEAMS AND TIMES																									
4.00 - 4.30		A	13.4	31	1187	1432	188	457	212	445	235	813	80	261	478	784	449	535	398	485	420	248	99	65	63
4.30 - 5.00		A	14.5	34	1285	1453	182	456	222	441	238	843	90	277	499	806	462	545	409	492	422	261	84	53	71
5.00 - 5.30		A	15.3	34	1356	1528	172	479	228	465	240	887	85	276	512	853	477	575	426	524	451	278	77	51	85
5.30 - 6.00		A	15.4	32	1364	1594	188	499	257	483	250	903	77	294	549	864	509	600	472	562	463	264	90	64	102
6.00 - 6.30		A	15.6	29	1382	1613	212	515	277	502	269	887	93	286	534	848	495	584	442	531	452	263	98	67	113
6.30 - 7.00		A	15.8	28	1400	1620	229	535	293	518	277	894	81	270	544	862	511	595	462	546	467	266	72	55	118
7.00 - 7.30		A	21.0	35	1861	1564	229	574	268	559	260	841	74	230	471	817	446	516	397	467	437	300	57	48	91
KAPALUA GOLF(S) SAT 3.30P 161 NBC 182 94 SE		A	2.5	7	222	1222	94^	478	118^	471	128^	668	34v	98^	251^	664	247^	271^	217^	241^	259^	393	32v	23v	44v
3.30 - 4.00		A	2.0	6	177	1282	89v	471	122^	465	118^	699	36v	134^	259^	692	251^	264^	223^	235^	237^	428	71v	50v	40v
4.00 - 4.30		A	2.2	7	195	1152	96^	446	107^	436	101^	650	57v	113^	261^	645	256^	273^	204^	221^	235^	372	30v	30v	26v
4.30 - 5.00		A	2.0	6	177	1104	87v	376	95^	371	96^	691	39v	124^	279^	689	276^	280^	240^	244^	242^	409	31v	31v	<<
5.00 - 5.30		A	2.5	7	222	1181	87^	460	132^	460	150^	670	9v	58v	270^	670	270^	299	261^	289	292	371	9v	2v	42v
5.30 - 6.00		A	3.4	8	301	1261	98^	496	120^	492	145^	653	38v	86^	229	652	227	268	191^	231	277	384	33v	15v	79^
6.00 - 6.30		A	4.0	9	354	1260	105^	614	122^	588	136^	584	18v	74^	183	570	170^	199	165^	194	225	372	18v	11v	44v
NFL LIVE SUN 12.30P 30 NBC		A	4.1	14	363	1363	192	377	174^	365	161^	685	52^	223	410	685	410	494	358	442	341	190	154^	113^	147^
195 99 SC	10	B	4.0	13	354	1385	197	429	238	416	207	740	119	329	499	696	454	515	379	440	308	181	94	71^	121
	10	C	4.0	13	354	1385	197	429	238	416	207	740	119	329	499	696	454	515	379	440	308	181	94	71^	121
NFL SINGLE CONT'D		A	9.4	24	833	1430	201	427	238	403	196	789	91	308	466	776	454	497	375	418	325	279	130	95	85

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
NFL SINGLE-CONT'D																									
SUN 1.00P 196 NBC	5	B	10.2	26	902	1566	232	486	290	469	250	887	123	359	558	845	517	587	435	505	378	259	101	70	92
205 99 SE	5	C	10.2	26	902	1566	232	486	290	469	250	887	123	359	558	845	517	587	435	505	378	259	101	70	92
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30		A	6.3	19	558	1426	185	371	199	351	162	833	80^	311	489	824	480	544	409	473	353	280	127	94^	95^
1.30 - 2.00		A	8.8	24	780	1436	172	389	206	366	171	818	85	299	481	809	472	509	396	433	351	300	133	104	97
2.00 - 2.30		A	9.7	25	859	1453	211	434	233	407	192	786	97	295	470	770	454	492	373	411	343	278	141	115	92
2.30 - 3.00		A	10.1	26	895	1426	218	460	253	428	197	766	105	310	464	751	449	489	358	399	301	262	115	86	84
3.00 - 3.30		A	10.3	26	913	1398	218	436	255	409	212	778	92	321	463	762	448	489	371	412	307	274	110	74	75
3.30 - 4.00		A	10.5	26	930	1405	192	418	236	398	196	788	84	320	458	777	448	486	374	413	309	291	128	86	70
4.00 - 4.30		A	9.5	22	842	1538	217	497	292	487	251	760	98	296	449	746	435	490	351	406	334	256	188	121	93
NFL POST 1(B)		A	3.8	9	337	1431	168^	479	275	466	226	756	120^	241	478	756	478	556	358	436	402	200	127^	96^	68^
SUN 4.26P 17 NBC																									
143 67 SC																									
VARIOUS TEAMS AND TIMES																									
4.00 - 4.30		A	4.2	10	372	1403	187	460	267	447	231	743	129^	262	471	743	471	545	342	416	374	198	136^	103^	64^
4.30 - 5.00		A	3.8	9	337	1394	155^	469	268	456	217	737	114^	226	466	737	466	543	353	429	400	194	120^	91^	67^
PBA FALL TOUR		A	2.8	9	248	1289	154^	539	216^	523	216^	625	80^	136^	268	587	230^	275	188^	233^	302	312	60v	34v	65v
SAT 2.00P 90 NBC	3	B	2.4	8	216	1379	169	594	266	570	259	640	75^	144^	272	614	246	289	198	241	297	324	39v	24v	106^
149 83 SE	3	C	2.4	8	216	1379	169	594	266	570	259	640	75^	144^	272	614	246	289	198	241	297	324	39v	24v	106^
2.00 - 2.30		A	2.5	8	222	1263	194^	507	234^	474	198^	583	78^	132^	287	537	242^	258^	209^	225^	290	280^	80^	41v	92^
2.30 - 3.00		A	2.9	9	257	1261	141^	536	216^	518	219^	618	80^	122^	267	580	229^	271	187^	229^	315	309	47v	28v	60v
3.00 - 3.30		A	3.1	10	275	1295	130^	550	196^	549	222^	645	79^	149^	245	615	215^	284	166^	234	289	331	54v	34v	47v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	W 18-34	W 18-49	W 21+	W 25-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 21+	M 21-49	M 25-49	M 25-54	M 35-64	M 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																									
BUSINESS WORLD		A	0.9	3	80	1379	106v	497^	152v	196v	497^	196v	201v	177v	296^	661^	108v	346^	614^	298^	298^	352^	393^	262^	<<
SUN 12.30P 30 ABC	7	B	1.3	4	116	1289	183^	567	124^	250^	564	228^	246^	263^	299	581	150^	335	562	317	289	334	300	201^	57v
126 70 N	7	C	1.3	4	116	1289	183^	567	124^	250^	564	228^	246^	263^	299	581	150^	335	562	317	289	334	300	201^	57v
FACE THE NATION		A	2.6	8	230	1236	174^	580	72^	153^	580	124^	165^	239^	387	588	114^	241^	563	216^	209^	273^	232^	283	41v
SUN 10.30A 30 CBS	8	B	2.6	9	228	1327	212	680	119^	229	664	192	248	273	395	548	114^	228	538	218	192	229	223	283	35^
119 80 CC	8	C	2.6	9	228	1327	212	680	119^	229	664	192	248	273	395	548	114^	228	538	218	192	229	223	283	35^
HEALTH SHOW		A	1.6	6	142	1328	205^	546	172^	288^	520	249^	333^	280^	174^	412^	210^	287^	408^	282^	194^	229^	145^	90v	118^
SAT 12.30P 30 ABC	5	B	1.5	5	135	1251	147^	471	140^	220^	456	181^	280	247^	151^	406	170^	276	392	262	211^	257	194^	85^	141^
144 77 N	5	C	1.5	5	135	1251	147^	471	140^	220^	456	181^	280	247^	151^	406	170^	276	392	262	211^	257	194^	85^	141^
MEET THE PRESS		A	1.7	6	151	1386	208^	669	43v	188^	669	188^	239^	340^	430	470	99v	229^	465	224^	223^	252^	287^	212^	18v
SUN 9.30A 30 NBC	8	B	1.9	7	164	1326	210	677	150^	237	668	208	265	265	383	492	134^	231	472	212	195	241	228	215	48^
138 88 CC	8	C	1.9	7	164	1326	210	677	150^	237	668	208	265	265	383	492	134^	231	472	212	195	241	228	215	48^
SUNDAY MORNING		A	3.9	16	346	1357	216	686	121^	248	684	232	304	308	366	565	90^	218	565	218	189	236	241	299	17v
SUN 9.00A 90 CBS	8	B	4.2	17	372	1337	228	680	133	253	675	228	292	296	363	545	124	257	542	255	227	276	269	239	25^
177 96 N	8	C	4.2	17	372	1337	228	680	133	253	675	228	292	296	363	545	124	257	542	255	227	276	269	239	25^
9.00 - 9.30		A	3.0	13	266	1381	205^	717	96^	211^	717	208^	280	324	433	594	91^	211^	594	211^	172^	222^	255	334	<<
9.30 - 10.00		A	4.5	18	399	1369	212	656	133^	257	654	241	302	290	338	577	113^	259	577	259	221	264	258	276	21v
10.00 - 10.30		A	4.3	16	381	1296	223	681	123^	259	676	233	315	310	340	519	64^	176	519	176	162^	213	208	293	24v
SUNDAY TODAY		A	1.4	7	124	1301	265^	681	82v	209^	681	191^	296^	354^	368^	435^	112v	202^	435^	202^	177^	239^	237^	170^	<<
SUN 8.00A 90 NBC	9	B	1.6	9	141	1353	236	629	175^	271	622	237	310	282	285	537	163^	288	533	284	248	309	266	188^	49v
120 88 N	9	C	1.6	9	141	1353	236	629	175^	271	622	237	310	282	285	537	163^	288	533	284	248	309	266	188^	49v
8.00 - 8.30		A	1.0	7	89	1344	273^	712^	70v	144v	712^	140v	268^	348^	440^	438^	81v	108v	438^	108v	66v	158v	209^	238^	<<
8.30 - 9.00		A	1.6	8	142	1216	256^	621	78v	171^	621	157^	272^	309^	336^	438^	126^	222^	438^	222^	187^	258^	255^	145^	<<
9.00 - 9.30		A	1.7	7	151	1279	252^	679	89v	271^	679	243^	317^	379^	333^	404^	111^	227^	404^	227^	223^	256^	222^	144^	<<
THIS WEEK-DAVID BRINKLEY		A	3.1	9	275	1409	212^	726	105^	180^	705	122^	180^	280	488	555	131^	245	555	244	205^	263	261	253	52v
SUN 11.30A 60 ABC	6	B	3.2	11	286	1374	164	704	87^	169	690	133	178	281	491	560	122	244	552	236	200	246	227	270	40^
199 99 N	6	C	3.2	11	286	1374	164	704	87^	169	690	133	178	281	491	560	122	244	552	236	200	246	227	270	40^
11.30 - 12.00		A	2.8	9	248	1416	216^	746	131^	214^	720	135^	186^	297	481	549	124^	240^	547	239^	186^	232^	261	263	54v
12.00 - 12.30		A	3.5	10	310	1363	202^	689	82^	148^	673	108^	170^	259	480	545	133^	242	545	242	214	280	254	238	49v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 9, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	63.1	63.7	63.9	65.1	66.3	67.3	68.2	68.9	69.2	70.1	68.8	67.7	64.2	61.6	59.0	55.4
ABC TV					← MACGYVER (PAE) →				← NFL MONDAY NIGHT FOOTBALL SEATTLE VS NY JETS (9:00-12:06)(PAE)							→
AVERAGE AUDIENCE (Hhlds (000))					12,670				14,090							
AVERAGE AUDIENCE (%)					14.3	13.7 *		14.9 *	15.9	15.0 *		16.4 *		16.8 *		16.3 *
SHARE AUDIENCE %					23	22 *		24 *	27	22 *		24 *		26 *		27 *
AVG. AUD. BY 1/4 HR %					13.5	13.9	15.0	14.8	14.6	15.5	16.5	16.3	17.0	16.6	15.8	16.8
CBS TV					FRANK'S PLACE		KATE & ALLIE		NEWHART		DESIGNING WOMEN (PAE)		← CAGNEY & LACEY			→
AVERAGE AUDIENCE (Hhlds (000))					10,370		12,050		14,530		13,470		10,630			
AVERAGE AUDIENCE (%)					11.7		13.6		16.4		15.2		12.0	12.4 *		11.7 *
SHARE AUDIENCE %					18		20		24		22		20	20 *		20 *
AVG. AUD. BY 1/4 HR %					12.2	11.2	13.2	14.0	16.0	16.8	15.2	15.2	12.7	12.2	12.0	11.4
NBC TV					ALF		VALERIE'S FAMILY		← NBC MONDAY NIGHT MOVIES BILLIONAIRE BOYS CLUB, PART 2							→
AVERAGE AUDIENCE (Hhlds (000))					16,750		14,530		19,580							
AVERAGE AUDIENCE (%)					18.9		16.4		22.1	21.1 *		22.4 *		22.9 *		22.1 *
SHARE AUDIENCE %					28		24		34	30 *		33 *		36 *		39 *
AVG. AUD. BY 1/4 HR %					18.1	19.7	16.2	16.6	20.3	21.9	22.2	22.6	22.8	23.1	22.9	21.4

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	16.3	15.1	14.0	15.1	15.2	14.4	10.9	8.3
SHARE AUDIENCE %	26	23	21	22	22	21	17	15
SUPERSTATIONS AVERAGE AUDIENCE	4.1	3.4	3.3	3.8	3.8	3.6	2.4	1.7
SHARE AUDIENCE %	6	5	5	6	5	5	4	3
PBS AVERAGE AUDIENCE	2.1	3.1	3.4	3.7	3.1	3.1	1.8	1.2
SHARE AUDIENCE %	3	5	5	5	4	5	3	2
CABLE ORIG. AVERAGE AUDIENCE	5.5	5.4	5.8	5.8	4.9	4.8	4.6	3.5
SHARE AUDIENCE %	9	8	9	8	7	7	7	6
PAY SERVICES AVERAGE AUDIENCE	2.3	2.0	1.9	2.0	2.6	3.2	3.5	2.8
SHARE AUDIENCE %	4	3	3	3	4	5	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.10, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.1	62.5	63.1	64.3	64.9	66.2	67.6	68.1	66.6	66.4	65.8	64.9	60.7	58.1	56.4	52.8
ABC TV					WHO'S THE BOSS?		GROWING PAINS		←NAPOLEON & JOSEPHINE PT 1 NAPOLEON & JOSEPHINE:LOVE STORY (PAE)→							
AVERAGE AUDIENCE (Hhlds (000) & %)					20,730 23.4		22,150 25.0		16,480 18.6	19.8 *		18.5 *		18.5 *		17.8 *
SHARE AUDIENCE %					36		37		30	30 *		28 *		31 *		33 *
AVG. AUD. BY 1/4 HR %					22.4	24.4	24.4	25.6	20.2	19.4	18.7	18.4	18.5	18.4	18.2	17.4
CBS TV					←HOUSTON KNIGHTS→				←JAKE AND THE FATMAN (PAE)→				←LAW & HARRY MCGRAW→			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,440 8.4	8.0 *		8.7 *	12,050 13.6	13.0 *		14.2 *	9,040 10.2	10.3 *		10.2 *
SHARE AUDIENCE %					13	12 *		13 *	21	20 *		22 *	18	17 *		19 *
AVG. AUD. BY 1/4 HR %					8.1	8.0	8.4	8.9	12.6	13.5	14.2	14.2	10.5	10.0	10.2	10.2
NBC TV					←MATLOCK→				←J.J. STARBUCK→				←CRIME STORY→			
AVERAGE AUDIENCE (Hhlds (000) & %)					15,150 17.1	17.0 *		17.2 *	10,630 12.0	12.2 *		11.8 *	10,370 11.7	11.6 *		11.9 *
SHARE AUDIENCE %					26	26 *		25 *	18	18 *		18 *	21	20 *		22 *
AVG. AUD. BY 1/4 HR %					16.9	17.1	17.4	16.9	12.2	12.1	11.9	11.7	11.5	11.7	12.3	11.4
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	16.1		15.0		12.7		13.4		16.4		15.9		14.0		10.6	
SHARE AUDIENCE %	26		24		19		20		25		24		24		19	
SUPERSTATIONS																
AVERAGE AUDIENCE	3.9		3.2		2.9		3.6		4.6		4.6		3.6		2.6	
SHARE AUDIENCE %	6		5		4		5		7		7		6		5	
PBS																
AVERAGE AUDIENCE	2.5		3.0		3.9		3.7		3.5		3.5		3.0		2.3	
SHARE AUDIENCE %	4		5		6		5		5		5		5		4	
CABLE ORIG.																
AVERAGE AUDIENCE	5.5		5.7		4.7		4.4		5.6		5.2		5.3		4.2	
SHARE AUDIENCE %	9		9		7		6		8		8		9		8	
PAY SERVICES																
AVERAGE AUDIENCE	1.8		1.9		2.6		2.5		3.6		3.4		3.7		3.4	
SHARE AUDIENCE %	3		3		4		4		5		5		6		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.11, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.4	63.8	64.0	65.0	64.7	66.1	67.0	67.4	65.9	65.5	66.0	65.3	63.1	61.4	59.3	55.8
ABC TV					PERFECT STRANGERS		HEAD OF THE CLASS		← NAPOLEON & JOSEPHINE PT 2 / NAPOLEON & JOSEPHINE:LOVE STORY (PAE) →							
AVERAGE AUDIENCE (Hhlds (000) & %)					16,040 18.1		16,750 18.9		14,350 16.2	16.2 *		16.4 *		16.3 *		15.8 *
SHARE AUDIENCE %					28		28		26	25 *		25 *		26 *		27 *
AVG. AUD. BY 1/4 HR %					17.2	19.0	18.4	19.3	16.2	16.3	16.3	16.6	16.5	16.1	16.1	15.5
CBS TV					PEE WEE'S PLAYHOUSE SPCL				← MAGNUM, P.I. (PAE) →				← EQUALIZER →			
AVERAGE AUDIENCE (Hhlds (000) & %)					9,210 10.4	10.8 *		10.0 *	12,230 13.8	13.4 *		14.2 *	11,340 12.8	13.2 *		12.5 *
SHARE AUDIENCE %					16	17 *		15 *	21	20 *		22 *	21	21 *		22 *
AVG. AUD. BY 1/4 HR %					11.3	10.4	10.2	9.8	12.9	13.8	14.2	14.1	13.2	13.1	12.8	12.1
NBC TV					← HIGHWAY TO HEAVEN →				← A YEAR IN THE LIFE →				← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Hhlds (000) & %)					13,820 15.6	14.9 *		16.2 *	11,430 12.9	12.8 *		12.9 *	11,520 13.0	13.2 *		12.8 *
SHARE AUDIENCE %					24	23 *		24 *	20	19 *		20 *	22	21 *		22 *
AVG. AUD. BY 1/4 HR %					14.5	15.4	16.2	16.2	13.2	12.4	12.9	13.0	13.3	13.1	13.0	12.6

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	17.5	16.6	15.4	15.5	16.9	16.5	13.9	11.6
SHARE AUDIENCE %	28	26	24	23	26	25	22	20
SUPERSTATIONS AVERAGE AUDIENCE	3.7	3.7	4.1	4.9	5.3	5.1	3.8	2.6
SHARE AUDIENCE %	6	6	6	7	8	8	6	5
PBS AVERAGE AUDIENCE	1.9	2.9	3.1	3.7	3.8	3.4	3.3	2.2
SHARE AUDIENCE %	3	4	5	6	6	5	5	4
CABLE ORIG. AVERAGE AUDIENCE	5.9	6.1	6.6	7.0	6.6	6.1	5.4	4.5
SHARE AUDIENCE %	9	9	10	10	10	9	9	8
PAY SERVICES AVERAGE AUDIENCE	2.5	2.1	2.6	2.4	3.3	3.5	3.9	4.1
SHARE AUDIENCE %	4	3	4	4	5	5	6	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.12, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	59.7	60.9	61.5	63.4	64.9	65.8	66.4	66.7	65.8	66.2	65.9	65.4	63.0	61.6	59.7	56.7		
ABC TV					SLEDGE HAMMER		CHARMINGS		←NAPOLEON & JOSEPHINE PT 3 NAPOLEON & JOSEPHINE:LOVE STORY (PAE)→									
AVERAGE AUDIENCE (Hhlds (000) & %)					6,820 7.7		5,580 6.3		11,870 13.4	12.0 *		13.5 *		14.2 *		13.9 *		
SHARE AUDIENCE %					12		9		21	18 *		21 *		23 *		24 *		
AVG. AUD. BY 1/4 HR %					7.9	7.5	6.0	6.7	11.5	12.5	13.3	13.6	14.3	14.1	14.3	13.5		
CBS TV					←TOUR OF DUTY→				←WISEGUY (PAE)→				←KNOTS LANDING→					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,420 9.5	9.0 *		10.0 *	10,370 11.7	11.5 *		11.9 *	12,670 14.3	14.0 *		14.5 *		
SHARE AUDIENCE %					14	14 *		15 *	18	17 *		18 *	24	22 *		25 *		
AVG. AUD. BY 1/4 HR %					9.0	9.0	9.8	10.1	11.3	11.7	12.0	11.8	13.6	14.3	14.5	14.6		
NBC TV					←BILL COSBY SHOW→				CHEERS		NIGHT COURT		←L.A. LAW→					
AVERAGE AUDIENCE (Hhlds (000) & %)					30,040 33.9	32.8 *		34.9 *	23,390 26.4		21,880 24.7		17,810 20.1	20.6 *		19.5 *		
SHARE AUDIENCE %					51	50 *		52 *	40		38		33	33 *		34 *		
AVG. AUD. BY 1/4 HR %					31.4	34.3	35.5	34.3	26.9	26.0	24.7	24.7	20.8	20.4	19.9	19.0		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	15.0		14.5		10.4		10.4		11.7		11.4		9.4		8.0			
SHARE AUDIENCE %	25		23		16		16		18		17		15		14			
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.8		3.7		2.3		2.6		3.0		3.2		1.8		1.3			
SHARE AUDIENCE %	6		6		4		4		5		5		3		2			
PBS																		
AVERAGE AUDIENCE	1.7		2.7		3.1		2.7		2.7		2.4		1.9		1.6			
SHARE AUDIENCE %	3		4		5		4		4		4		3		3			
CABLE ORIG.																		
AVERAGE AUDIENCE	5.2		4.9		5.1		4.9		5.5		5.5		5.2		4.9			
SHARE AUDIENCE %	9		8		8		7		8		8		8		8			
PAY SERVICES																		
AVERAGE AUDIENCE	2.3		2.4		2.1		2.1		3.1		3.5		4.0		2.5			
SHARE AUDIENCE %	4		4		3		3		5		5		6		4			

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 13, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.6	55.3	55.3	55.8	56.2	56.8	56.9	58.3	60.1	60.9	60.5	59.9	56.2	54.8	53.4	51.7
ABC TV					FULL HOUSE		I MARRIED DORA		MR. BELVEDERE		PURSUIT OF HAPPINESS (PAE)		←20/20 (PAE)→			
AVERAGE AUDIENCE (Hhlds (000))					9,040		9,210		10,100		8,150		11,080			
AVERAGE AUDIENCE (%)					10.2		10.4		11.4		9.2		12.5	12.8 *		12.2 *
SHARE AUDIENCE %					18		18		19		15		23	23 *		23 *
AVG. AUD. BY 1/4 HR %					10.1	10.2	10.3	10.6	11.2	11.7	9.3	9.2	12.6	13.0	12.6	11.8
CBS TV					←BEAUTY & THE BEAST→				←DALLAS (PAE)→				←FALCON CREST→			
AVERAGE AUDIENCE (Hhlds (000))					11,610				15,330				12,670			
AVERAGE AUDIENCE (%)					13.1	12.5 *		13.7 *	17.3	16.7 *		18.0 *	14.3	14.4 *		14.3 *
SHARE AUDIENCE %					23	22 *		24 *	29	28 *		30 *	26	26 *		27 *
AVG. AUD. BY 1/4 HR %					12.6	12.3	13.0	14.3	16.3	17.0	18.1	17.8	14.7	14.1	14.4	14.1
NBC TV					←RAGS TO RICHES→				←MIAMI VICE→				←PRIVATE EYE→			
AVERAGE AUDIENCE (Hhlds (000))					9,830				12,490				9,480			
AVERAGE AUDIENCE (%)					11.1	10.7 *		11.5 *	14.1	13.7 *		14.5 *	10.7	11.2 *		10.2 *
SHARE AUDIENCE %					19	19 *		20 *	23	23 *		24 *	20	20 *		19 *
AVG. AUD. BY 1/4 HR %					10.5	11.0	11.3	11.7	13.5	13.8	14.5	14.5	11.5	11.0	10.3	10.2

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	15.0	13.2	13.3	13.5	12.9	12.5	9.9	9.1
SHARE AUDIENCE %	27	24	24	23	21	21	18	17
SUPERSTATIONS AVERAGE AUDIENCE	3.4	2.8	2.7	2.9	2.3	2.2	1.8	1.1
SHARE AUDIENCE %	6	5	5	5	4	4	3	2
PBS AVERAGE AUDIENCE	2.2	2.5	3.5	3.5	2.5	2.3	1.8	1.7
SHARE AUDIENCE %	4	5	6	6	4	4	3	3
CABLE ORIG. AVERAGE AUDIENCE	5.2	5.6	6.6	6.3	5.8	6.1	5.2	4.6
SHARE AUDIENCE %	9	10	12	11	10	10	9	9
PAY SERVICES AVERAGE AUDIENCE	2.1	2.1	3.2	3.4	3.9	3.2	4.2	4.3
SHARE AUDIENCE %	4	4	6	6	6	5	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 14, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	51.1	53.2	52.5	53.4	54.9	55.6	55.7	56.9	57.5	57.7	56.3	55.9	53.1	52.9	51.7	50.7	46.4	42.8
ABC TV					←SABLE→				←OHARA (PAE)→				←HOTEL (PAE)→					
AVERAGE AUDIENCE (Hhlds (000) & %)					7,000				7,800				7,350					
					7.9	8.0 *		7.8 *	8.8	8.4 *		9.1 *	8.3	7.9 *		8.6 *		
SHARE AUDIENCE %					14	14 *		14 *	15	15 *		16 *	16	15 *		17 *		
AVG. AUD. BY 1/4 HR %					8.1	7.8	7.7	7.9	8.4	8.5	9.1	9.0	7.5	8.2	8.5	8.8		
CBS TV					←CBS SATURDAY MOVIE AGATHA CHRISTIE'S DEAD MAN'S FOLLY (R)(PAE)→								←WEST 57TH→					
AVERAGE AUDIENCE (Hhlds (000) & %)					6,650								5,940					
					7.5	8.2 *		7.4 *		6.9 *		7.6 *	6.7	6.9 *		6.5 *		
SHARE AUDIENCE %					13	15 *		13 *		12 *		14 *	13	13 *		13 *		
AVG. AUD. BY 1/4 HR %					8.7	7.7	7.3	7.5	7.2	6.7	7.5	7.6	7.1	6.7	6.6	6.4		
NBC TV					FACTS OF LIFE		227		GOLDEN GIRLS		AMEN		←HUNTER→					
AVERAGE AUDIENCE (Hhlds (000) & %)					14,260		16,570		19,670		15,770		15,950					
					16.1		18.7		22.2		17.8		18.0	18.0 *		18.0 *		
SHARE AUDIENCE %					29		33		39		32		35	34 *		35 *		
AVG. AUD. BY 1/4 HR %					15.1	17.1	17.9	19.5	21.9	22.6	17.9	17.7	17.8	18.2	18.3	17.7		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	14.5	14.4	10.5	10.4	9.9	10.6	9.2	7.7	7.5
SHARE AUDIENCE %	28	27	19	18	17	19	17	15	17
SUPERSTATIONS									
AVERAGE AUDIENCE	3.3	3.7	2.6	2.5	2.3	2.6	1.7	1.4	1.2
SHARE AUDIENCE %	6	7	5	4	4	5	3	3	3
PBS									
AVERAGE AUDIENCE	3.3	3.1	3.1	3.1	2.6	2.7	2.2	2.1	1.7
SHARE AUDIENCE %	6	6	6	6	5	5	4	4	4
CABLE ORIG.									
AVERAGE AUDIENCE	7.5	7.7	8.6	8.7	7.8	7.9	7.8	7.5	4.7
SHARE AUDIENCE %	14	15	16	15	14	14	15	15	11
PAY SERVICES									
AVERAGE AUDIENCE	3.0	3.0	3.2	3.4	4.4	4.6	5.1	4.6	5.1
SHARE AUDIENCE %	6	6	6	6	8	8	10	9	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.14, 1987

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT		37.9	35.2	32.1	29.3	26.3	24.4	21.9	20.0	17.4	15.8	14.2	12.8	11.6	10.8				
ABC TV		(1)																	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,040 2.3																	
SHARE AUDIENCE	%	7																	
AVG. AUD. BY 1/4 HR	%	2.3																	
CBS TV																			
AVERAGE AUDIENCE (Hhlds (000) & %)	{																		
SHARE AUDIENCE	%																		
AVG. AUD. BY 1/4 HR	%																		
NBC TV		←SATURDAY NIGHT→ (11:30-12:47)(PAE)					(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	6,560 7.4	8.5 *		7.1 *														
SHARE AUDIENCE	%	23	23 *		23 *														
AVG. AUD. BY 1/4 HR	%	8.8	8.3	7.6	6.6	6.0													

	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)							
AVERAGE AUDIENCE	8.1	6.8	6.3	5.6	4.4	3.8	3.2
SHARE AUDIENCE %	22	22	25	27	27	28	29
SUPERSTATIONS							
AVERAGE AUDIENCE	1.7	1.6	1.5	1.2	1.0	1.0	0.8
SHARE AUDIENCE %	5	5	6	6	6	7	7
PBS							
AVERAGE AUDIENCE	1.7	1.4	0.8	0.5 ^	0.4 ^	0.3 ^	0.2 ^
SHARE AUDIENCE %	5	5	3	2 ^	2 ^	2 ^	2 ^
CABLE ORIG.							
AVERAGE AUDIENCE	4.2	3.3	2.6	2.1	1.8	1.5	1.4
SHARE AUDIENCE %	12	11	10	10	11	11	13
PAY SERVICES							
AVERAGE AUDIENCE	4.6	4.1	3.5	3.6	3.1	2.8	2.2
SHARE AUDIENCE %	13	13	14	17	19	21	20

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.15, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT		64.2	65.2	66.1	66.4	67.2	68.2	67.4	67.6	67.0	66.1	66.0	65.4	63.1	61.6	59.5	57.3	50.7	43.1
ABC TV		←DISNEY SUNDAY MOVIE→ WINNIE THE POOH AND TIGGER TOO (R)				←SPENSER: FOR HIRE→				←DOLLY→ (PAE)				←BUCK JAMES→ (PAE)					
AVERAGE AUDIENCE (Hhlds (000) & %)		11,610				10,190				10,370				8,060					
		13.1	12.6 *		13.6 *	11.5	10.7 *		12.3 *	11.7	11.7 *		11.7 *	9.1	9.3 *		8.9 *		
SHARE AUDIENCE	%	20	19 *		21 *	17	16 *		18 *	18	18 *		18 *	15	15 *		15 *		
AVG. AUD. BY 1/4 HR	%	12.0	13.3	13.6	13.6	10.2	11.2	12.3	12.3	11.6	11.8	11.8	11.6	9.6	9.1	8.7	9.0		
CBS TV		←60 MINUTES→ (7:13-8:13)(PAE)				←MURDER, SHE WROTE→ (8:13-9:13)(PAE)				←CBS SUNDAY MOVIE→ MAYFLOWER MADAM (9:13-11:13)(PAE)									(1)
AVERAGE AUDIENCE (Hhlds (000) & %)		21,000				18,430				18,520								3,900	
		23.7	23.4 *		24.0 *	20.8	20.0 *		20.3 *	20.9	20.3 *		20.4 *		21.2 *		21.3 *	4.4	
SHARE AUDIENCE	%	36	36 *		36 *	31	29 *		30 *	34	31 *		31 *		34 *		36 *	12	
AVG. AUD. BY 1/4 HR	%	22.3	23.6	23.7	24.2	21.1	19.8	20.0	20.6	20.5	20.3	20.2	20.7	21.1	21.2	20.9	21.6	5.1	4.3
NBC TV		←OUR HOUSE→				FAMILY TIES		MY TWO DAD'S		←NBC SUNDAY NIGHT MOVIE→ PERRY MASON:SCANDALOUS SCOUNDREL									
AVERAGE AUDIENCE (Hhlds (000) & %)		10,010				16,040		14,530		14,710									
		11.3	10.7 *		12.0 *	18.1		16.4		16.6	15.9 *		16.6 *		17.0 *		16.7 *		
SHARE AUDIENCE	%	17	17 *		18 *	27		24		26	24 *		25 *		27 *		29 *		
AVG. AUD. BY 1/4 HR	%	10.3	11.0	11.4	12.5	16.7	19.4	16.2	16.5	15.0	16.8	16.7	16.5	17.0	17.1	17.2	16.2		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	15.2	14.8	13.1	13.0	11.1	10.4	7.9	6.4	4.5
SHARE AUDIENCE %	23	22	19	19	17	16	13	11	10
SUPERSTATIONS									
AVERAGE AUDIENCE	3.6	3.6	4.1	4.0	3.0	3.2	2.3	1.6	1.3
SHARE AUDIENCE %	6	5	6	6	5	5	4	3	3
PBS									
AVERAGE AUDIENCE	1.6	1.8	3.2	4.3	2.0	2.0	1.3	0.8	0.9
SHARE AUDIENCE %	2	3	5	6	3	3	2	1	2
CABLE ORIG.									
AVERAGE AUDIENCE	5.7	5.6	6.1	6.6	7.2	7.1	6.8	5.7	4.2
SHARE AUDIENCE %	9	8	9	10	11	11	11	10	9
PAY SERVICES									
AVERAGE AUDIENCE	1.9	1.9	2.4	2.7	5.4	5.8	5.7	4.9	3.1
SHARE AUDIENCE %	3	3	4	4	8	9	9	8	7

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS SUNDAY NEWS-OSGOOD,(PAE),CBS,(11:13-11:28)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.15, 1987

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		34.6	29.3	25.0	22.3	19.5	17.9	15.7	13.8	12.4	11.3	10.4	9.1	8.0	7.4
ABC TV		(1)													
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,950													
		2.2													
SHARE AUDIENCE	%	10													
AVG. AUD. BY 1/4 HR	%	2.2													
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		(2)	(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,950													
		2.2													
SHARE AUDIENCE	%	8													
AVG. AUD. BY 1/4 HR	%	2.2													
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		5.0		4.2		3.3		2.4		1.9		1.4		1.0	
SHARE AUDIENCE %		16		18		18		16		16		14		13	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.3		1.3		1.3		0.9		0.9		0.8		0.5 ^	
SHARE AUDIENCE %		4		6		7		6		8		8		6 ^	
PBS															
AVERAGE AUDIENCE		1.1		0.7 ^		0.5 ^		0.3 ^		0.2 ^		0.1 v		0.1 v	
SHARE AUDIENCE %		3		3 ^		3 ^		2 ^		2 ^		1 v		1 v	
CABLE ORIG.															
AVERAGE AUDIENCE		3.4		2.3		1.7		1.4		1.2		1.3		1.2	
SHARE AUDIENCE %		11		10		9		10		10		13		16	
PAY SERVICES															
AVERAGE AUDIENCE		3.3		3.0		2.3		1.8		1.7		1.5		1.4	
SHARE AUDIENCE %		10		13		12		12		14		15		18	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)
(2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:46)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.9-13,1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.4	9.1	11.4	13.9	17.0	19.3	20.5	21.2	21.7	22.2	22.1	22.4	23.1	23.5	23.2	23.1	22.9	23.4
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,120 1.3		1,950 2.2			4,200 4.7				4,110 4.6							
SHARE AUDIENCE %		14		16			22				21							
AVG. AUD. BY 1/4 HR %		1.3		2.2			4.8	4.8			4.6	4.8						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS MORNING NEWS- 7:00AM		←MORNING PROGRAM→										$25,000 PYRAMID	
AVERAGE AUDIENCE (Hhlds (000) & %)			1,150 1.3		1,930 2.2		2,140 2.4	2.1 *		2.4 *		2.7 *					3,190 3.6	
SHARE AUDIENCE %			12		12		11	10 *		11 *		12 *					16	
AVG. AUD. BY 1/4 HR %			1.2	1.4	2.2	2.2	2.2	2.1	2.4	2.5	2.5	2.8					3.4	3.7
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,700 1.9						4,020 4.5				3,930 4.4						2,710 3.1	
SHARE AUDIENCE %	21						22				20						13	
AVG. AUD. BY 1/4 HR %	1.6	2.3					4.6	4.5			4.4	4.5					2.9	3.2

	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	1.4	3.1	5.3	5.9	5.6	5.8	5.1	4.8	5.3
SHARE AUDIENCE %	17	25	29	29	25	26	22	21	23
SUPERSTATIONS									
AVERAGE AUDIENCE	0.6	1.1	1.5	1.5	1.4	1.4	1.2	1.3	1.4
SHARE AUDIENCE %	7	9	8	7	6	6	5	6	6
PBS									
AVERAGE AUDIENCE	<<	0.1 ^	0.4 ^	0.6	0.9	1.2	1.4	1.4	1.1
SHARE AUDIENCE %	<<	1 ^	2 ^	3	4	5	6	6	5
CABLE ORIG.									
AVERAGE AUDIENCE	1.0	1.1	1.5	1.8	2.3	2.3	2.2	2.2	2.4
SHARE AUDIENCE %	13	9	8	8	10	11	9	10	10
PAY SERVICES									
AVERAGE AUDIENCE	0.6	0.8	0.9	1.1	1.0	0.9	0.9	0.8	1.0
SHARE AUDIENCE %	7	6	5	5	5	4	4	3	4

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 9-13, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.2	23.4	23.5	24.1	24.2	25.2	26.9	28.0	28.6	29.6	30.6	31.1	30.2	30.5	29.6	29.7	29.4	29.6
ABC TV			WHO'S THE BOSS? M-F		MR. BELVEDERE-M-F (PAE)		RYAN'S HOPE		LOVING		←ALL MY CHILDREN→				←ONE LIFE TO LIVE (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)			3,050		2,300		2,910		3,900		7,180				7,070			
			3.4		2.6		3.3		4.4		8.1	7.8 *		8.5 *	8.0	8.0 *		8.0 *
SHARE AUDIENCE %			15		11		12		15		26	25 *		28 *	27	27 *		27 *
AVG. AUD. BY 1/4 HR %			3.3	3.6	2.5	2.7	3.2	3.3	4.2	4.6	7.5	8.1	8.4	8.5	7.9	8.0	8.1	7.9
CBS TV	NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS→				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)	3,050		4,770		5,910				7,620				4,860		5,780			
	3.4		5.4		6.7				8.6	8.5 *		8.7 *	5.5		6.5	6.4 *		6.6 *
SHARE AUDIENCE %	15		23		28				30	30 *		29 *	18		22	22 *		22 *
AVG. AUD. BY 1/4 HR %	3.4	3.5	5.2	5.6	6.5	6.9			8.2	8.7	8.8	8.6	5.5	5.4	6.5	6.5	6.6	6.6
NBC TV	CLASSIC CONCENTRATION		WHEEL OF FORTUNE		WIN, LOSE OR DRAW (PAE)		SUPER PASSWORD		SCRABBLE		←DAYS OF OUR LIVES→				←ANOTHER WORLD (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)	2,990		4,780		3,390		3,050		3,720		6,360				4,390			
	3.4		5.4		3.8		3.4		4.2		7.2	7.0 *		7.4 *	5.0	5.0 *		5.0 *
SHARE AUDIENCE %	15		22		16		13		14		24	23 *		24 *	17	17 *		17 *
AVG. AUD. BY 1/4 HR %	3.3	3.5	5.3	5.5	3.7	4.0	3.4	3.4	4.0	4.4	6.9	7.2	7.3	7.4	5.1	4.9	4.9	5.1

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	5.3		4.6		4.6		4.8		5.6		5.5		6.0		6.4		6.3	
SHARE AUDIENCE %	23		19		19		17		19		18		20		22		21	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.6		1.4		1.5		1.6		1.7		1.4		1.6		1.7		1.7	
SHARE AUDIENCE %	7		6		6		6		6		5		5		6		6	
PBS																		
AVERAGE AUDIENCE	1.1		0.7		0.7		0.7		0.7		0.7		0.6		0.6		0.6	
SHARE AUDIENCE %	5		3		3		3		2		2		2		2		2	
CABLE ORIG.																		
AVERAGE AUDIENCE	2.4		2.6		2.8		2.7		2.7		2.8		2.9		3.0		3.1	
SHARE AUDIENCE %	10		11		11		10		9		9		10		10		11	
PAY SERVICES																		
AVERAGE AUDIENCE	1.0		1.0		1.0		0.9		1.1		1.1		1.0		1.0		1.0	
SHARE AUDIENCE %	4		4		4		3		4		3		3		4		3	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.9-13,1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	29.7	30.9	31.3	32.2	32.4	34.5	36.4	38.2	40.1	42.4	44.3	47.3	54.0	56.2	57.7	59.2		
ABC TV	←GENERAL HOSPITAL→														ABC WORLD NEWS TONIGHT			
AVERAGE AUDIENCE (Hhlds (000) & %)	7,160 8.1	8.0 *		8.1 *											9,850 11.1			
SHARE AUDIENCE %	26	27 *		26 *											19			
AVG. AUD. BY 1/4 HR %	7.9	8.1	8.1	8.2											10.9	11.4		
CBS TV	←GUIDING LIGHT (PAE)→														CBS EVENING NEWS-RATHER			
AVERAGE AUDIENCE (Hhlds (000) & %)	5,390 6.1	6.0 *		6.1 *											11,180 12.6			
SHARE AUDIENCE %	20	20 *		19 *											22			
AVG. AUD. BY 1/4 HR %	6.1	6.0	6.1	6.1											12.7	12.5		
NBC TV	←SANTA BARBARA→														NBC NIGHTLY NEWS			
AVERAGE AUDIENCE (Hhlds (000) & %)	4,520 5.1	5.0 *		5.2 *											9,990 11.3			
SHARE AUDIENCE %	17	17 *		16 *											20			
AVG. AUD. BY 1/4 HR %	5.0	5.0	5.1	5.3											11.1	11.5		

	3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	6.8	7.4	8.2	9.7	10.9	11.6	14.3	16.2
SHARE AUDIENCE %	22	23	24	26	26	25	26	28
SUPERSTATIONS AVERAGE AUDIENCE	1.9	1.8	2.0	2.5	2.4	2.5	2.6	3.3
SHARE AUDIENCE %	6	6	6	7	6	5	5	6
PBS AVERAGE AUDIENCE	0.6	0.8	0.9	1.0	1.1	1.1	1.2	1.2
SHARE AUDIENCE %	2	3	3	3	3	2	2	2
CABLE ORIG. AVERAGE AUDIENCE	3.6	3.9	4.0	4.4	4.3	4.9	5.1	5.3
SHARE AUDIENCE %	12	12	12	12	11	11	9	9
PAY SERVICES AVERAGE AUDIENCE	1.2	1.1	1.1	1.3	1.3	1.4	1.7	2.0
SHARE AUDIENCE %	4	4	3	4	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 14, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.0	9.0	10.6	12.7	14.7	17.1	19.2	21.4	23.2	24.2	25.0	26.1	27.1	28.0	27.8	28.3	27.9	27.7
ABC TV					CARE BEAR FAMILY		LITTLE CLOWNS-HAPPYTOWN		MY PET MONSTER		ALL NEW POUND PUPPIES		LITTLE WIZARDS		REAL GHOSTBUSTERS		FLINTSTONE KIDS	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,040		1,950		2,570		2,840		3,280		3,990		3,370	
					2.3		2.2		2.9		3.2		3.7		4.5		3.8	
SHARE AUDIENCE %					14		11		12		13		13		16		14	
AVG. AUD. BY 1/4 HR %					2.1	2.5	2.3	2.1	2.7	3.2	3.1	3.3	3.6	3.9	4.3	4.7	3.8	3.8
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,860		3,010		4,080		3,900		6,020		4,610		4,430	
					2.1		3.4		4.6		4.4		6.8		5.2		5.0	
SHARE AUDIENCE %					13		16		19		17		25		19		18	
AVG. AUD. BY 1/4 HR %					2.0	2.3	3.1	3.7	4.5	4.6	4.3	4.5	6.4	7.1	5.2	5.1	4.9	5.0
NBC TV					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		FRAGGLE ROCK	
AVERAGE AUDIENCE (Hhlds (000) & %)					3,010		4,700		5,670		6,290		5,400		5,940		4,960	
					3.4		5.3		6.4		7.1		6.1		6.7		5.6	
SHARE AUDIENCE %					21		26		27		28		22		24		20	
AVG. AUD. BY 1/4 HR %					2.9	3.8	4.9	5.6	6.2	6.6	7.2	7.1	6.3	5.9	6.6	6.8	5.9	5.2

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	2.3	3.3	4.0	4.7	4.7	5.0	5.8	6.2	6.6
SHARE AUDIENCE %	27	28	25	23	20	20	21	22	24
SUPERSTATIONS									
AVERAGE AUDIENCE	0.4 ^	0.9	1.1	1.3	0.9	1.0	1.2	1.6	2.0
SHARE AUDIENCE %	5 ^	8	7	6	4	4	4	6	7
PBS									
AVERAGE AUDIENCE	<<	0.2 ^	0.5 ^	0.9	1.1	1.3	1.3	1.1	1.1
SHARE AUDIENCE %	<<	2 ^	3 ^	4	5	5	5	4	4
CABLE ORIG.									
AVERAGE AUDIENCE	1.8	2.3	2.7	2.9	3.3	3.5	3.4	3.6	4.0
SHARE AUDIENCE %	21	20	17	14	14	14	12	13	14
PAY SERVICES									
AVERAGE AUDIENCE	1.3	0.9	1.1	1.6	1.8	2.3	1.7	1.7	1.5
SHARE AUDIENCE %	15	8	7	8	8	9	6	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 14, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.3	27.3	27.4	27.7	27.6	28.5	28.0	28.7	28.7	29.0	28.7	29.4	29.8	30.3	29.9	30.5	31.2	31.7
ABC TV	BUGS BUNNY & TWEETY SHOW		ANIMAL CRACK-UPS		HEALTH SHOW		(1)								(2)		(3)	
AVERAGE AUDIENCE (Hhlds (000))	3,100		2,570		1,420		1,150								1,150	5,050		
AVERAGE AUDIENCE (%)	3.5		2.9		1.6		1.3								1.3	5.7		3.7 *
SHARE AUDIENCE %	13		11		6		5								4	15		12 *
AVG. AUD. BY 1/4 HR %	3.3	3.7	2.8	3.0	1.7	1.6	1.3	1.3							1.3	2.7	3.3	4.1
CBS TV	TEEN WOLF		(4)		KIDD VIDEO								(5)	←CBS COLLEGE FOOTBALL GAME ALABAMA VS NOTRE DAME (2:45-5:50)→				
AVERAGE AUDIENCE (Hhlds (000))	3,460		2,920		2,220								3,810	5,670				
AVERAGE AUDIENCE (%)	3.9		3.3		2.5								4.3	6.4		6.4 *		6.6 *
SHARE AUDIENCE %	14		12		9								14	19		21 *		21 *
AVG. AUD. BY 1/4 HR %	4.0	3.9	3.3	3.4	2.5	2.6							4.3	5.4	6.2	6.6	6.5	6.6
NBC TV	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING						←PBA FALL TOUR→						KAPALUA GOLF (3:30-6:11)	
AVERAGE AUDIENCE (Hhlds (000))	3,990		3,280		2,660						2,480						2,220	
AVERAGE AUDIENCE (%)	4.5		3.7		3.0						2.8	2.5 *		2.9 *		3.1 *	2.5	2.0 *
SHARE AUDIENCE %	16		13		11						9	8 *		9 *		10 *	7	6 *
AVG. AUD. BY 1/4 HR %	4.6	4.4	3.7	3.7	2.9	3.1					2.3	2.7	2.9	2.9	3.2	3.1	2.0	2.0

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	6.6	7.4	7.9	8.7	9.3	9.3	10.0	9.4	10.4
SHARE AUDIENCE %	24	27	28	31	32	32	33	31	33
SUPERSTATIONS AVERAGE AUDIENCE	1.9	1.8	2.1	2.3	2.4	2.6	2.5	2.2	2.4
SHARE AUDIENCE %	7	7	8	8	8	9	8	7	8
PBS AVERAGE AUDIENCE	1.2	1.2	1.4	1.3	1.7	1.8	1.6	1.2	1.4
SHARE AUDIENCE %	4	4	5	5	6	6	5	4	4
CABLE ORIG. AVERAGE AUDIENCE	4.7	5.3	5.2	5.0	5.2	5.2	5.4	5.2	5.5
SHARE AUDIENCE %	17	19	19	18	18	18	18	17	17
PAY SERVICES AVERAGE AUDIENCE	1.6	1.9	1.9	1.8	1.9	2.0	1.7	1.9	1.9
SHARE AUDIENCE %	6	7	7	6	7	7	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS(B),ZACK & THE MAGIC FACTORY, PT 2,(PAE),ABC,(1:00-1:30),(R)
(2) ABC COLLEGE FOOTBALL-PRE,(PAE),ABC,(3:00-3:23)
(3) ABC COLLEGE FOOTBALL-GAME,INDIANA VS MICH ST/WASH VS UCLA,(PAE),ABC,(3:23-6:43)
(4) CBS STORYBREAK,SHY STEGOSAURUS OF CRICKET CREEK,CBS,(12:00-12:30)
(5) CBS COLLEGE FOOTBALL PRE,CBS,(2:30-2:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 14, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	32.5	33.8	34.7	35.7	36.4	37.9	40.3	42.2	44.6	47.1	48.2	49.5
ABC TV	ABC COLLEGE FOOTBALL-GAME INDIANA VS MICHIGAN STATE WASHINGTON VS UCLA (3:23-6:43)(PAE) →											(1)
AVERAGE AUDIENCE (Hhlds (000) & %)		5.7 *		6.3 *		5.8 *		6.6 *		6.5 *	5,230 5.9	
SHARE AUDIENCE %		17 *		18 *		16 *		16 *		14 *	12	
AVG. AUD. BY 1/4 HR %	5.1	6.4	6.5	6.1	5.7	5.9	6.6	6.7	6.6	6.4	5.6	5.9
CBS TV	CBS COLLEGE FOOTBALL GAME ALABAMA VS NOTRE DAME (2:45-5:50)(PAE) →							(2)			CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)		6.1 *		6.3 *		7.0 *		5,850 6.6			7,890 8.9	
SHARE AUDIENCE %		18 *		18 *		19 *		15			17	
AVG. AUD. BY 1/4 HR %	6.8	5.4	5.9	6.8	7.0	6.9	6.8	6.6			8.7	9.2
NBC TV	KAPALUA GOLF (3:30-6:11) →										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Hhlds (000) & %)		2.2 *		2.0 *		2.5 *		3.4 *			7,530 8.5	
SHARE AUDIENCE %		7 *		6 *		7 *		8 *			16	
AVG. AUD. BY 1/4 HR %	2.1	2.3	2.1	2.0	2.3	2.6	3.3	3.6	4.0		8.2	8.7

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	10.9		11.9		11.9		12.9		13.3		14.0	
SHARE AUDIENCE %	33		34		32		31		29		29	
SUPERSTATIONS AVERAGE AUDIENCE	3.0		3.3		3.0		3.3		3.4		3.8	
SHARE AUDIENCE %	9		9		8		8		7		8	
PBS AVERAGE AUDIENCE	1.6		1.6		2.0		2.9		2.5		2.7	
SHARE AUDIENCE %	5		5		5		7		5		6	
CABLE ORIG. AVERAGE AUDIENCE	5.2		5.9		6.6		6.8		7.8		8.0	
SHARE AUDIENCE %	16		17		18		16		17		16	
PAY SERVICES AVERAGE AUDIENCE	2.0		2.0		2.3		2.5		2.8		2.7	
SHARE AUDIENCE %	6		6		6		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC COLLEGE FOOTBALL-POST.(PAE),ABC,(6:43-7:00)

(2) CBS COLLEGE FOOTBALL POST.(PAE),CBS,(5:50-6:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 15, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.7	8.0	9.2	10.9	12.8	15.3	17.0	19.1	21.5	23.0	24.3	24.5	25.9	27.1	27.2	27.5	28.2	29.3
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
CBS TV					FOR OUR TIMES (SUS)				←SUNDAY MORNING					→	FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)									3,460 3.9	3.0 *		4.5 *		4.3 *	2,300 2.6			
SHARE AUDIENCE %									16	13 *		18 *		16 *	8			
AVG. AUD. BY 1/4 HR %									2.7	3.3	4.4	4.5	4.4	4.2	2.9	2.3		
NBC TV					←SUNDAY TODAY					→	MEET THE PRESS							
AVERAGE AUDIENCE (Hhlds (000) & %)					1,240 1.4	1.0 *		1.6 *		1.7 *	1,510 1.7							
SHARE AUDIENCE %					7	7 *		8 *		7 *	6							
AVG. AUD. BY 1/4 HR %					0.9	1.2	1.5	1.6	1.8	1.6	1.5	1.9						

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	2.4	3.5	5.1	6.7	7.7	8.3	9.6	10.8	10.9
SHARE AUDIENCE %	33	35	36	37	35	34	36	40	38
SUPERSTATIONS AVERAGE AUDIENCE	0.5 ^	0.9	1.7	2.1	2.3	2.8	3.0	3.0	3.6
SHARE AUDIENCE %	7 ^	9	12	12	10	11	11	11	13
PBS AVERAGE AUDIENCE	0.1 v	0.4 ^	0.7 ^	1.6	1.5	1.3	1.5	1.3	1.6
SHARE AUDIENCE %	1 v	4 ^	5 ^	9	7	5	6	5	6
CABLE ORIG. AVERAGE AUDIENCE	1.0	1.8	2.7	3.3	4.3	5.0	5.1	5.1	5.5
SHARE AUDIENCE %	14	18	19	18	19	20	19	19	19
PAY SERVICES AVERAGE AUDIENCE	1.5	1.8	2.3	2.5	2.7	2.6	2.8	3.1	3.3
SHARE AUDIENCE %	21	18	16	14	12	11	11	11	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.15, 1987

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT		29.3	29.6	30.2	31.0	31.1	32.2	32.9	34.6	35.8	37.1	38.1	38.8	38.8	39.1	39.5	40.0	39.6	40.9
ABC TV		←THIS WEEK-DAVID BRINKLEY→				BUSINESS WORLD													
AVERAGE AUDIENCE (Hhlds (000) & %)		2,750 3.1	2.8 *		3.5 *	800 0.9													
SHARE AUDIENCE	%	9	9 *		10 *	3													
AVG. AUD. BY 1/4 HR	%	2.7	2.9	3.4	3.6	1.0	0.8												
CBS TV						CBS NFL TODAY ←						CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)						5,400 6.1		13,290 15.0	12.7 *		14.3 *		14.9 *		14.7 *		15.8 *		16.6 *
SHARE AUDIENCE	%					20		39	38 *		39 *		39 *		38 *		40 *		41 *
AVG. AUD. BY 1/4 HR	%					5.6	6.5	12.0	13.6	14.0	14.7	14.8	15.0	13.9	15.5	15.8	16.1	16.5	16.9
NBC TV						NFL LIVE ←						NFL SINGLE VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)						3,630 4.1		8,330 9.4	6.3 *		8.8 *		9.7 *		10.1 *		10.3 *		10.5 *
SHARE AUDIENCE	%					14		24	19 *		24 *		25 *		26 *		26 *		26 *
AVG. AUD. BY 1/4 HR	%					3.6	4.5	5.9	7.0	8.5	9.1	9.6	9.8	10.5	9.8	10.0	10.4	10.2	10.7
INDEPENDENTS (INCL. SUPERSTATIONS)																			
AVERAGE AUDIENCE		11.4		11.2		10.9		9.7		8.9		9.3		10.0		9.5		9.5	
SHARE AUDIENCE %		39		37		34		29		24		24		26		24		24	
SUPERSTATIONS																			
AVERAGE AUDIENCE		3.6		3.3		3.3		3.1		2.0		2.1		2.3		2.5		2.4	
SHARE AUDIENCE %		12		11		10		9		5		5		6		6		6	
PBS																			
AVERAGE AUDIENCE		1.3		1.0		1.2		1.2		1.2		0.9		1.1		1.1		1.3	
SHARE AUDIENCE %		4		3		4		4		3		2		3		3		3	
CABLE ORIG.																			
AVERAGE AUDIENCE		5.7		5.5		5.0		3.9		3.8		3.6		4.3		4.3		4.3	
SHARE AUDIENCE %		19		18		16		12		10		9		11		11		11	
PAY SERVICES																			
AVERAGE AUDIENCE		2.7		2.5		1.9		1.9		1.8		2.1		1.6		1.4		1.3	
SHARE AUDIENCE %		9		8		6		6		5		5		4		4		3	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.15, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	42.2	43.0	42.7	43.4	44.4	45.6	46.8	48.6	52.4	54.6	56.2	58.5
ABC TV											ABC WRLD NEWS TONIGHT-SUN (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)											6,380 7.2	
SHARE AUDIENCE %											13	
AVG. AUD. BY 1/4 HR %											7.2	7.3
CBS TV	(1)	←CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)→										
AVERAGE AUDIENCE (Hhlds (000) & %)		13,910 15.7		14.5 *		15.3 *		15.4 *		15.6 *		15.8 *
SHARE AUDIENCE %		31		34 *		34 *		32 *		29 *		28 *
AVG. AUD. BY 1/4 HR %	11.9	13.4	13.9	15.1	15.4	15.3	15.3	15.4	15.9	15.4	15.4	16.1
NBC TV	(2)	NFL POST 1(B) VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)									NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)		3,370 3.8									6,380 7.2	
SHARE AUDIENCE %		9									12	
AVG. AUD. BY 1/4 HR %	9.7	4.2	3.8								7.1	7.3

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	9.6	10.5	10.8	12.2	13.0	14.1
SHARE AUDIENCE %	23	24	24	26	24	25
SUPERSTATIONS AVERAGE AUDIENCE	2.3	2.6	2.5	2.9	3.3	3.7
SHARE AUDIENCE %	5	6	6	6	6	6
PBS AVERAGE AUDIENCE	1.4	1.6	1.6	1.6	1.6	1.5
SHARE AUDIENCE %	3	4	4	3	3	3
CABLE ORIG. AVERAGE AUDIENCE	4.2	4.3	4.3	4.8	5.5	5.6
SHARE AUDIENCE %	10	10	10	10	10	10
PAY SERVICES AVERAGE AUDIENCE	1.0	1.7	1.9	1.4	1.6	1.8
SHARE AUDIENCE %	2	4	4	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 1,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)
(2) NFL SINGLE,VARIOUS TEAMS AND TIMES,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.